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## DMX Achieves Gold for Music Fidelity in Businesses

AUSTIN, Texas - DMX, Inc. has launched the gold standard in sound fidelity for commercial environments - the ProFusion® XS Gold digital media manager. The ProFusion XS Gold delivers an exceptional listening experience through enhanced music file encoding and powerful stereo sound capabilities. The benefits include a richer, fuller sound for businesses of all types and sizes to provide a more compelling music experience for their customers.

As an industry-leading on-premise digital audio manager, the ProFusion XS offers extensive music programming, messaging, music scheduling and zoning in an easy-to-use system. The XS also allows for multiple music and messaging update options for flexibility and convenience. With the addition of the enhanced music file encoding and stereo capabilities, the ProFusion XS Gold platform is a superior device for any business looking for the ultimate listening experience.

Brian McKinley, Vice President of Marketing at DMX, adds, “Music is an important part of the shopper or guest experience for any business. The music itself, though, is just part of the equation - how it’s delivered also has a tremendous impact. With the ProFusion XS Gold, businesses can take their entire audio experience to a new level by delivering DMX’ expertly designed music programs with superior fidelity.”

### About DMX

DMX designs and delivers music and experiential marketing services to add personality to a brand. The impact is profound - stronger connections, brand differentiation, and an overall unforgettable customer experience. Nearly 40 years ago, DMX revolutionized the way businesses use music by introducing original artist recordings into the environment. Today, DMX delivers a fully immersive, creative suite of services including **Music** (on-site, online, mobile and social media applications, and artist promotions and events); **Messaging** (on-site, on-hold, and on-the-go mobile/SMS solutions); **Video** (music videos, high-definition atmospherics, and digital signage); **Scent**; and **A/V Systems** (design, engineering, installation, and service).

With offices in the U.S. and internationally, DMX' global footprint and service capabilities reach over 100,000 businesses, 23 million+ residences, and over 150 million people every day. Iconic brands that trust DMX to help deliver their experience include H&M, Guess?, Lucky Brand, 24 Hour Fitness, Starwood Hotels and Resorts, Williams Sonoma, Pottery Barn, Fuddruckers, Jamba Juice, and many others. Visit [dmx.com](http://dmx.com) for more information.