

# PRESS RELEASE



March 29 2011  
Ray Goforth  
DMX Public Relations  
512-380-8524  
[ray.goforth@dmx.com](mailto:ray.goforth@dmx.com)

## **DMX Launches Web-based Content Management System, myStudio®**

Austin, Texas - Continuing a long history of innovation, DMX, Inc., the leader in commercial experiential marketing services, announces a new web-based content management system. The software, myStudio®, provides DMX customers the ability to control their on-site music and overhead messaging from anywhere they have internet access.

myStudio features include viewing and listening to music programs and audio messages, adding/removing, or blocking content, downloading tracks to listen to on-the-go, and the ability to post notes for customers with custom programs in order to more easily collaborate with Music Designers. myStudio also lets clients set user-based permissions to provide flexibility for organizations with multiple users.

“DMX is extremely pleased to offer this new web-based content management solution to our customers,” stated Brian McKinley, VP of Marketing at DMX. “Customers now have the ability to manage many aspects of their programming themselves if they wish. It’s also a behind-the-scenes look at what our music and messaging departments do on a daily basis to ensure that our clients’ programming is playing exactly how they envisioned it.

Additional benefits for customers include creating on-site schedules for music and messaging playback, uploading their own audio messages, and reporting capabilities.

### **About DMX**

Recognized as an international leader of experiential marketing services, DMX creates brand experiences using music, video/digital signage, audio and mobile messaging, scent marketing, and audio/visual systems design and installation. DMX services span physical and digital worlds - from in-store environments to online streaming music players and branded digital music stores to mobile messaging (SMS) and mobile web - for completely integrated solutions. Serving a wide variety of industries including retail, hospitality, restaurants, and many more, DMX helps create unique and unforgettable customer experiences. DMX also provides digital music solutions for satellite and residential cable operators. For more information please visit DMX at [www.dmx.com](http://www.dmx.com).