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## IT Fix adds DMX multi-sensory experience products to its line-up of services

**Birmingham, AL** - Earlier this month, IT fix a full service computer company, officially affiliated with DMX to offer multi-sensory experience products to its customers. DMX products give retailers, restaurants, hotels, banks, etc. the opportunity to reach their customers in a new way. In a world where the average person sees 3,000 advertisements a day, the only way to stand out is by delivering a multi-sensory experience customers won't forget. An international leader in multi-sensory branding, DMX has been creating unforgettable brand experiences for commercial environments since 1971. The first music service to license and program original artist music, DMX has rigorously researched and tested the effects of music, video, messaging and scent on human behavior. By integrating them into a single compelling experience, we help clients drive repeat business and build brand loyalty.

Matt Markopoulos and Brian Blackmon, owners of IT fix say "Offering DMX services to our clients will allow them to stand out from their competition. Ultimately, this will increase their customer satisfaction, and their revenues. People like to shop, eat, and bank where they feel comfortable and welcome."

IT Fix is now offering the complete lineup of DMX services. 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.

Dale Daniels, Executive Vice President of Sales said, "DMX is pleased to be affiliated with IT Fix and to provide our services to their complete lineup. We look forward to creating new

relationships with customers that will allow them to brand themselves in a way that sets them apart from their competitors.”

#### **About IT Fix**

IT Fix is a full service IT company located in Moody, AL, providing a long list of computer services, web design, home automation, whole house audio, commercial audio via DMX, and CCTV services. The friendly staff of IT Fix delivers great customer service directly at the customer’s site without charging trip fees. We also offer our signature IT Guy On Demand service for small to large businesses that have IT needs, but can’t afford a full time IT person on staff. Please visit [www.theitfix.com](http://www.theitfix.com) for more information, or call 205-907-5030.

#### **About DMX**

Recognized as an international leader of experiential marketing services, DMX creates cohesive brand experiences across physical and digital environments. From mobile-enhanced in-store activation, to branded digital music microstores, from branded streaming music players embeddable across social networking sites, to turnkey music promotions, DMX’s interactive strategies leverage a brand’s physical and digital properties to create unique customer experiences. DMX’s in-store services include music, video/digital signage, and scent marketing. For more information please visit DMX at [www.dmx.com](http://www.dmx.com) or download the DMX iPhone app. at iTunes.