



Reflect and DMX Team Up to Offer Multi-Sensory Commercial Solutions

*Partnership Offers Retailers One-Stop Shopping for
In-Store Digital Signage, Music and Video Experiences*

DALLAS, August 12, 2010 – [Reflect Systems](#), a leader in in-store digital media solutions, announced today a strategic partnership with [DMX](#), an international leader of experiential in-store and new media services, including music, messaging, video and scent experiences. Effective immediately, this partnership offers retailers and other businesses a more dynamic suite of services to create brand differentiation and shape their customer’s in-store experience.

“This partnership brings together Reflect’s proven in-store digital media technology with DMX’ extensive content capabilities and established field support network, allowing us to provide retailers with a robust offering to really address the need for creating an in-store experience that’s compelling to shoppers and profitable for retailers,” said **Matt Schmitt, co-founder and chief executive officer of Reflect**.

DMX and Reflect will enable organizations to easily manage video and promotional messaging using Reflect’s market-leading digital media software, ReflectView, as the underlying technology. The ability to integrate in-store solutions provides retailers with better management control, increased compliance and a more efficient use of resources. Under the moniker “CenterStage powered by Reflect”, DMX will bring to market a proven, robust, flexible solution for large-scale digital signage deployments. Reflect will expand its offerings to include services from DMX, including commercially licensed music, video content, and other retail sensory offerings.

“Reflect understands the value of an in-store strategy, in addition to having the technology to power it,” said **Brian McKinley, vice president of marketing for DMX**. “They have a successful track record with some of the largest retailers in the U.S., who rely on Reflect’s solutions to manage their in-store media networks. This track record made them a very attractive partner to DMX.”

About Reflect

Founded in 2001, [Reflect](#) is a leading, national full-service provider of in-store digital media solutions including digital signage, interactivity applications and assisted shopping features; and ReflectView, the most flexible, scalable and proven digital media merchandising solution on the market. Headquartered in Dallas, Reflect has nearly a decade of industry experience gained from developing some of the largest digital media networks in North America, including Best Buy, GameStop, Target and Verizon Wireless. Reflect serves mid- to large-size companies, specializing in retail, banking/finance, hospitality, entertainment and quick service restaurants (QSR). For more information about Reflect, please visit www.reflectsystems.com.

About DMX, Inc.

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, scent marketing and audio/video systems. For more information please visit www.dmx.com or download the DMX iPhone application at iTunes.

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