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DMX Brings New Life and Sounds to Austin's Paggi House

AUSTIN, Texas—The historic Paggi House has chosen DMX Inc. as the exclusive music design supplier for the restaurant, lounge and bar. DMX sounds are just one part of the newly completed renovation of the 1840s home, the second oldest structure in Austin.

Austin-based DMX is a leading provider of sensory branding for commercial environments.

“Paggi House selected DMX because we wanted a music system that was convenient and provided consistently great sound and music design,” Tori Tinnon, managing partner of Paggi House, said. “We never have to worry about the music because DMX has us taken care of.”

Sounds at Paggi House reflect the area they surround. DMX provides jazz and lighter music in the fine dining areas (inside the Paggi House) and upbeat sounds like “Rat Pack,” “Chic Boutique” and “Cityscapes” for the bar and lounge areas. DMX seeks to provide a downtown vibe for the restaurant, which is on South Lamar Boulevard in South Austin.

Tim Seaton, chief operating officer of DMX, said: “DMX is excited to contribute to the sensory brand experience of this Austin landmark. DMX has a long history of designing and implementing a ‘sonic brand’ for restaurants around the world and is proud to be partnering with Paggi House.”

About DMX Inc.

Recognized as an international leader of sensory services, DMX creates brand experiences for commercial environments. The company's services include music design, full-motion video, audio messaging and environmental scents developed to provide brand texture for its customers and create integrated, multisensory environments that drive repeat business. DMX has represented some of the most identifiable international brands, such as Nike, Starwood Hotels, 24 Hour Fitness and American Eagle. For more information, visit www.dmx.com.