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Enzo Restaurant and Lounge Partners with DMX, Inc. for Music and Scent

Austin, TX—DMX, Inc. partners with Enzo Restaurant and Lounge—a downtown Austin establishment offering a fine dining restaurant by day and an edgy lounge at night. DMX will be providing custom music, systems, and scent to help the brand define its two different environments in the same space.

Enzo uses one space that serves two different purposes. The establishment wanted to make sure the mood was conducive for both diners and late night lounge patrons. DMX provides music specific for diners that helps define the space as an upscale fine dining establishment. When the venue transitions into a lounge, the music changes to represent a late night lounge crowd. To ensure the best possible sound quality, DMX has set up the sound system to include a DJ booth for late night DJ performances. It was also important to Enzo that the lounge not have a lingering food smell, so DMX installed scent through their HVAC system; which will change throughout the seasons.

Enzo is a modern establishment that offers patrons a memorable experience. Emanuel Loo, Owner of Enzo, said, “When the concept for Enzo was being developed I knew we had to offer people an incredible experience that they couldn’t get anywhere else. We can offer people an amazing meal in a very upscale environment as well as offer the late night crowd a lounge environment that incorporates fabulous music and even turn it up a notch with live performances. We are glad to have partnered with DMX because they understand the approach we have taken and help us define the environment for both crowds.”

Brian Mckinley, VP of Marketing at DMX, said, “It was a great experience working with Enzo, the concept was inventive and by utilizing music and scent to define the mood and space the environment comes to life. ”

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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 or download the DMX iPhone app. at iTunes.

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