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## **Aloft Hotels Engage Guests With DMX Music, Video**

AUSTIN, Texas—Austin-based DMX Inc., a leader in sensory branding, is supplying music and video services for Starwood Hotels & Resorts' stylish and new lifestyle brand, Aloft<sup>SM</sup> hotels. Three separate zones at each Aloft hotel feature their own music and video content. The content is designed to reflect different times of the day—morning, afternoon, evening and night.

DMX installations have been completed or are in the works at Aloft properties in Alabama, Arkansas, California, Colorado, Illinois, Maryland, Massachusetts, Minnesota, North Carolina, Pennsylvania, South Carolina, Tennessee, Texas and Virginia as well as Quebec, Canada.

The first Aloft hotel opened June 5, 2008, at Montréal-Pierre Elliott Trudeau International Airport. The Aloft Ontario-Rancho Cucamonga was first to open in the United States, on June 16, 2008. And Starwood opened the Aloft hotel in China earlier this month with the Aloft Beijing. Within five years, Starwood expects to open 500 Aloft hotels around the world.

“DMX’s music and video services are helping Aloft appeal to young, style-conscious consumers who expect style wherever they go. DMX has tailored music and video solutions to complement Aloft’s urban chic and active social scene, and to match Aloft’s modern, forward-looking design,” Brian McKinley, vice president of marketing at DMX, said.

Throughout every new Aloft hotel, Bose Omni stereo equipment provides listeners with DMX-designed music, from the lobby to the WXYZ Bar<sup>SM</sup>. The video wall in each Aloft lobby features four 42-inch LCD TVs that show customized visuals and branding content mixed with regular television programming.

### **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](http://www.dmx.com).

### **About Aloft**

Infused with the DNA of W Hotels, Aloft is a new destination sensation featuring loft-inspired design, accessible technology and a stylish urban attitude. Guest rooms feature nine-foot ceilings, oversized windows and the ultra-comfortable signature bed, as well as oversized walk-in showers and amenities created by Bliss® Spa. Each Aloft room is also a combination high-tech office and entertainment center equipped with wireless internet access and plug & play, a one-stop connectivity solution for multiple electronic gadgetry all linked to a 42" flat-panel, LCD-ready television.

For more information on Aloft, please visit [www.aloft-hotels.com](http://www.aloft-hotels.com).