



SLOW CREATES MOMENTS IN TIME WITH MUSIC AT PREMIUM LOUNGES

S L O W



Increased mobility and growing air passenger traffic has created the demand for premium travel experiences. As consumers shift their expectations, airport lounges need to re-imagine the customer journey by offering hyper-personalised services. From providing high-end facilities to creating tailored touchpoints – it's all about the customer journey.

Premium brand, SLOW, creates “moments in time” between check-in and boarding at three of the country's major international airports: O.R Tambo, King Shaka and Cape Town, with recent expansion into Lanseria International Airport through the introduction of the SLOW XS lounge concept; which invites guests to enjoy the quality and value of bespoke production in a space that appeals to their sense of individualism.

Designed to be sanctuaries for busy travellers, the lounges offer seasonal catering, modern facilities, wine tasting and free Wi-Fi. These world-class amenities mean paying meticulous attention to detail to create the ultimate escape from the otherwise frantic airport environment.

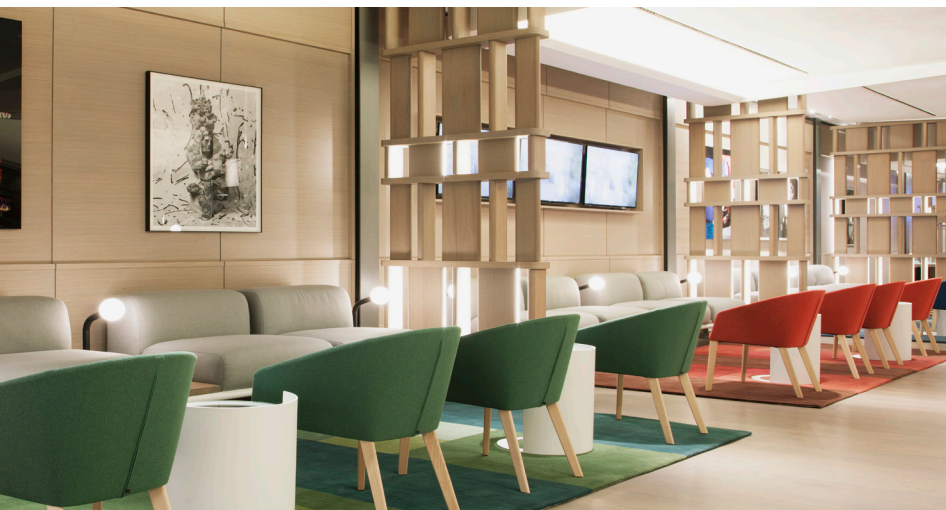
The modern professional is no longer office bound. Situated on the corner of Rivonia and West Street, Sandton; SLOW in the City offers a superior “out-of-office” experience with sophisticated meeting and event spaces, elegant furnishings, an à la carte menu and event buffet catering. Winner of the 2018 Best Designed restaurant at the 2018 Condé Nast House & Garden Gourmet Restaurant Awards, The Course, is located adjacent to SLOW in the City and promises an invitation to be inspired through a responsive menu and seasonal mixology selection.

The thoughtfulness and meticulous attention to detail behind the offering is what makes each facility exceptional and distinct from beginning to end. DMX introduced a cloud-based music programme called Mood Mix Pro, that enables the brand to control and change the mood of each venue at the touch of a button. The ambient music is a complimentary mix of acoustic-based instrumentals, contemporary jazz and urban lounge with global accents.

We know that music influences mood and behaviour, with 85% of consumers citing the right background music as having a positive impact on their overall experience. With access to an extensive music library, DMX captures the personality of any brand with a customised sound. For SLOW, it was important to complete the experience by accenting the already awe-inspiring environment with a professional audio signature.



“The introduction of Mood Mix Pro has played an integral role in maintaining the SLOW brand mantra; a promise to provide a calming environment in all of our facilities through the profound effect that music has on both the physical and psychological aspects of the human body. Our partnership with DMX has allowed us to have access to a wide music library, making it possible for the custom selection of tracks that quiet the mind and relax the body with the aim of making guest feel soothed while releasing the stresses associated with business and leisure travel.” – Lehlohonolo Matabane, Marketing Manager SLOW



DMX is an industry pioneer with decades of experience, providing on-site sensory marketing solutions to businesses of all types and sizes. Every DMX solution is tailored to fit the specific needs of each brand. The multi-sensory offering includes digital signage, music, content management systems, scenting and other solutions for businesses across industries. DMX customers include prominent industry leaders and represent some of the most identifiable brands.