

ELEVATE YOUR BRAND





Born from a vision to transform retail and corporate spaces into immersive sensory environments, DMX is a trusted leader in experiential marketing across Southern Africa.

We take the time to understand your business, your brand and, most importantly, your customers. From there, we orchestrate a memorable sensory journey—combining sight, sound, and scent—that deepens customer engagement and keeps your brand top of mind.

With solutions deployed across more than 500,000 locations worldwide and trusted by some of the planet's most recognizable brands, DMX delivers impact at scale. And with our exclusive partnership with Mood Media we have access to the latest innovation, creative services and global buying power.

1000
brands

150
countries

500K+
locations

165M
consumers



OUR VALUE PROPOSITION

DMX is a one stop shop for on-premise digital media solutions.

We work with businesses to create impactful on-premise digital media solutions that improve engagement, increase sales and optimize operations.

DMX has been providing digital media solutions for over 25 years and our customers have included some of the most identifiable global brands.

MOOD BY THE NUMBERS

A world map with red location pins indicating global presence. Pins are concentrated in North America, Europe, and Asia, with a few in South America and Australia.

80+ Years in
the music industry

Reaching more than
150 Million Consumers
in **100+ countries** daily

Installing Solutions in **over**
40,000 zip codes

More Than **60,000**
Digital Signage
Players Deployed

1,000+ employees globally including music gurus,
digital signage experts, sound/tech engineers,
professional branding specialists, client service
champions and support professionals

TOUCHING ALL INDUSTRIES

- + Retail
- + Restaurant
- + QSR/Fast Casual
- + Automotive
- + Hospitality
- + Healthcare
- + Financial
- + Corporate

Servicing over
500,000
client locations worldwide

Serving
THE MAJORITY
OF THE **TOP QSR**
& **RETAIL** brands

ONE STOP SHOP.

UNMATCHED
EXPERIENCE.
TRUSTED
EXPERTISE.



DESIGN

Consultation and Design



HARDWARE

Hardware Sourcing
and Integration



SOFTWARE

Cloud-based, secure
and Easy-to-use
Software



CONTENT CREATION

Design and
Production



AFTERCARE

Live Monitoring.
Remote and on-site
technical Support



INSTALLATION

Professional national
installation



MANUFACTURE

Production of
custom hardware
solutions



CONTENT MANAGEMENT

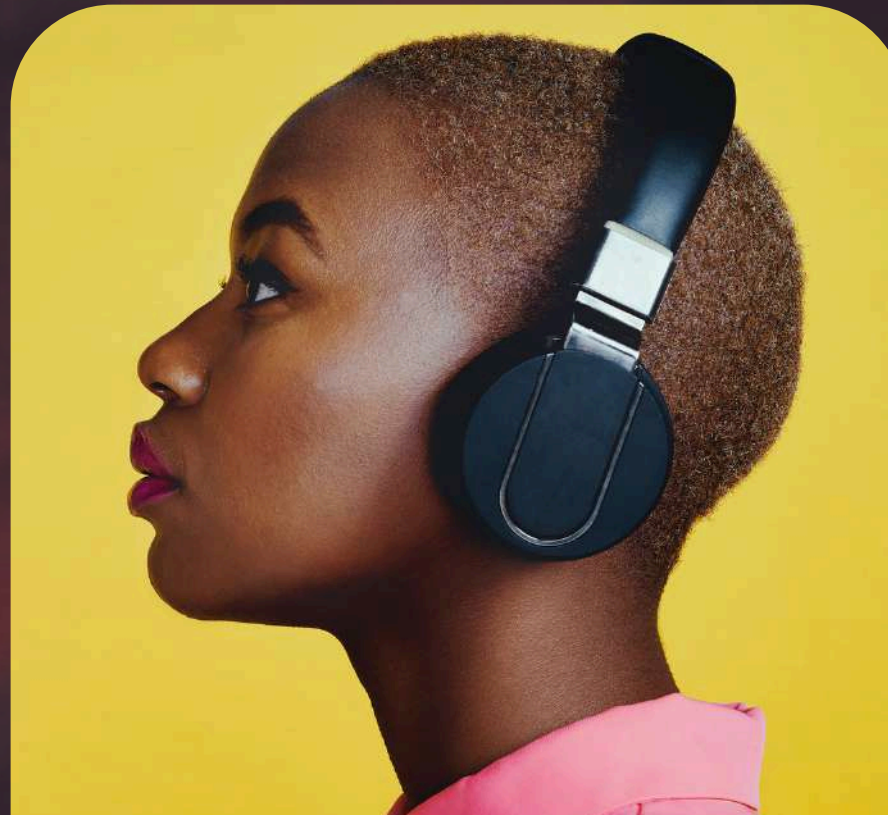
Centralised
Scheduling and
Deployment

DMX SOLUTIONS OVERVIEW



SIGHT

Digital Display Solutions. Captivate customers, engage employees, highlight promotions & upsell, easily manage content online



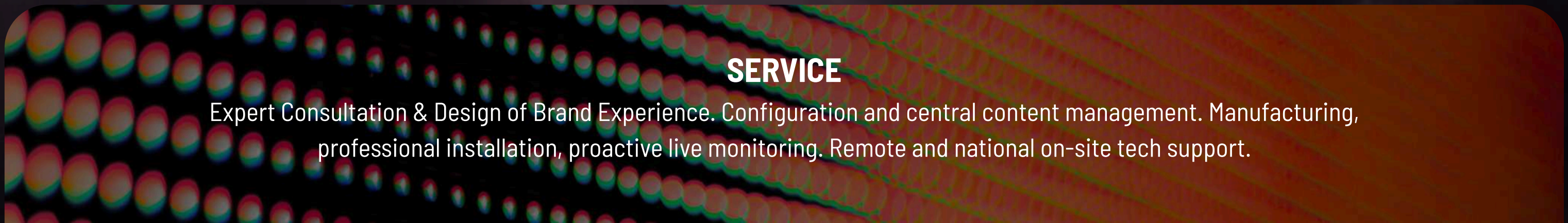
SOUND

Create the perfect energy and tone, and establish a consistent Brand Voice with Background Music & Audio Messaging solutions



SCENT

Custom Scent Creation, Scent Diffusers. Aromas that enhance in-store ambiance and capture the brand's essence



SERVICE

Expert Consultation & Design of Brand Experience. Configuration and central content management. Manufacturing, professional installation, proactive live monitoring. Remote and national on-site tech support.

THE EASIEST WAY TO MANAGE YOUR BRAND EXPERIENCE

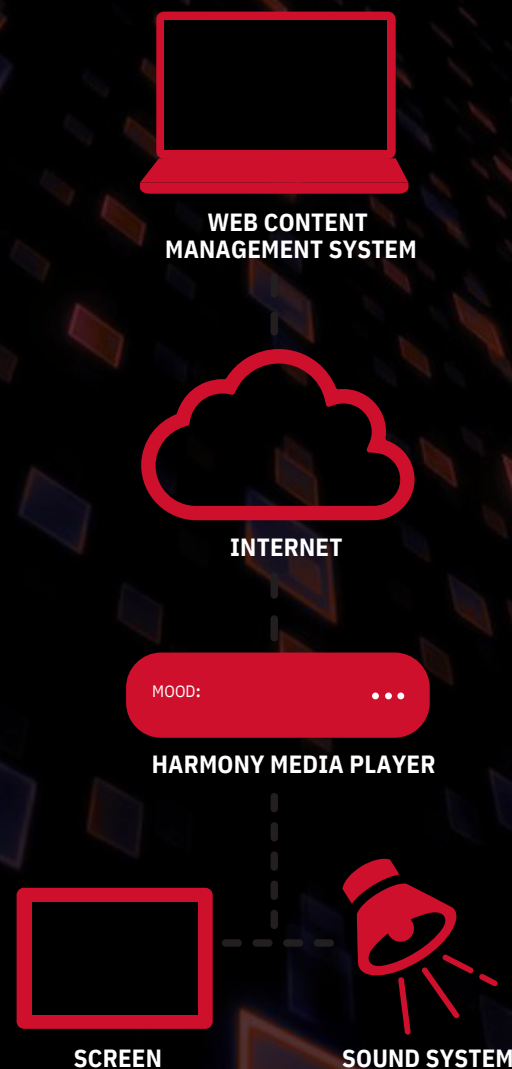
- + Centralized content management system
- + Manage Music, Messaging and Digital Signage
- + Mobile-friendly online monitoring
- + Secure, reliable technology
- + WiFi compatible
- + Integrated software and hardware
- + Simple plug-and-play installation available
- + Responsive remote support by phone and email





THIS IS THE HARMONY DEVICE. BUT THAT'S NOT REALLY THE STORY.

**All-In-One Audio & Visual
Digital Media Platform**



MEET HARMONY. Deliver your Music, Messaging and Digital Signage from one device with Mood Harmony – Mood's most innovative and versatile digital media player.

ALL IN ONE CONVENIENCE. The Harmony media player is a single source multimedia player for both visual and audio in addition the Media player is preloaded and secured with Harmony Content Management Software so you can plug and play with no configuration.

SUPPORTS MULTIPLE FILE TYPES. Harmony supports all common HD image and video file types, as well as HTML5, RSS feeds, live streaming and more.

EXPENDABLE STORAGE. From 16 GB to 256 GB of storage, Harmony makes it easy to store a wealth of Music, Messaging, and Digital Signage Content.

EASY INSTALLATION. Harmony is designed for simple plug & play installation with built-in mounting ports to make it easy to attach the player.

ENERGY-EFFICIENT. Designed to be 'always on', Harmony is designed with energy efficiency in mind, using under 10W of power no matter what content it's playing.



INSIGHTS

THE NEW REALITY

67%

Of consumers want both online and in-store as part of their buying journey

76%

Of online shoppers visit a physical store before buying online

13%

Increase in spending in-store if visiting that store online first

66%

Desire a self-directed buying journey

82%

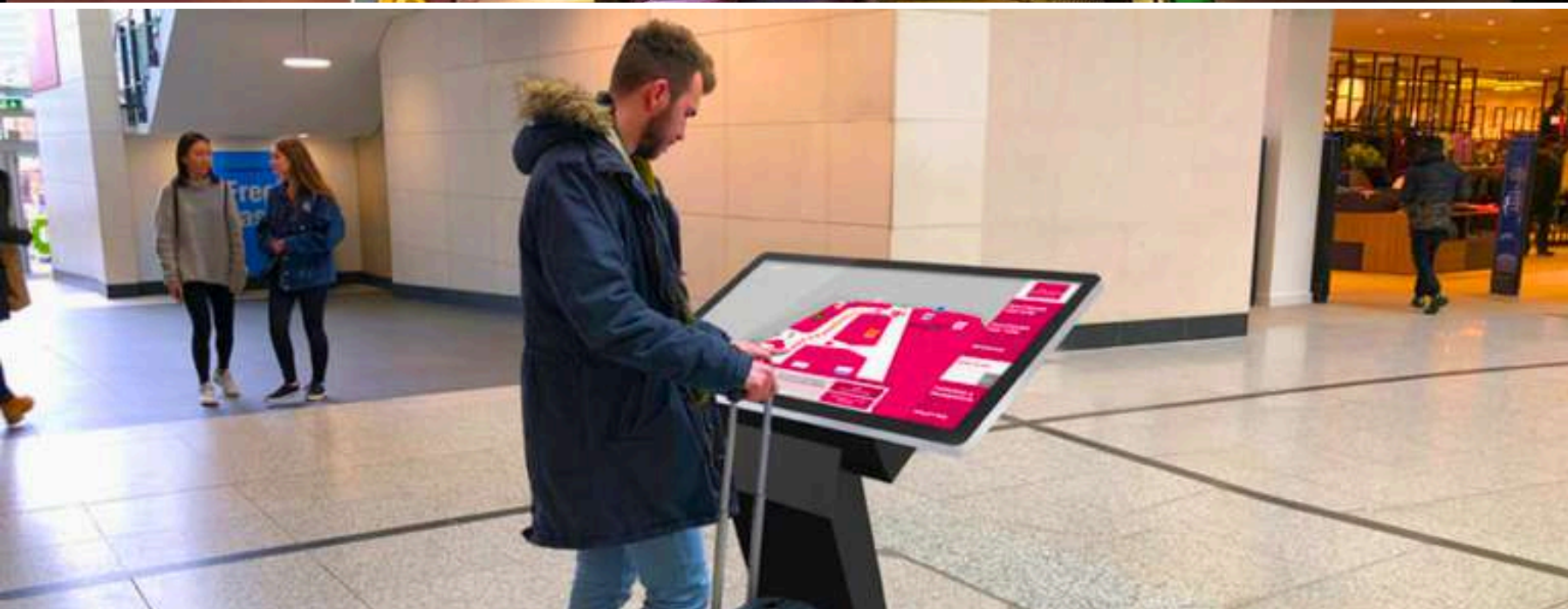
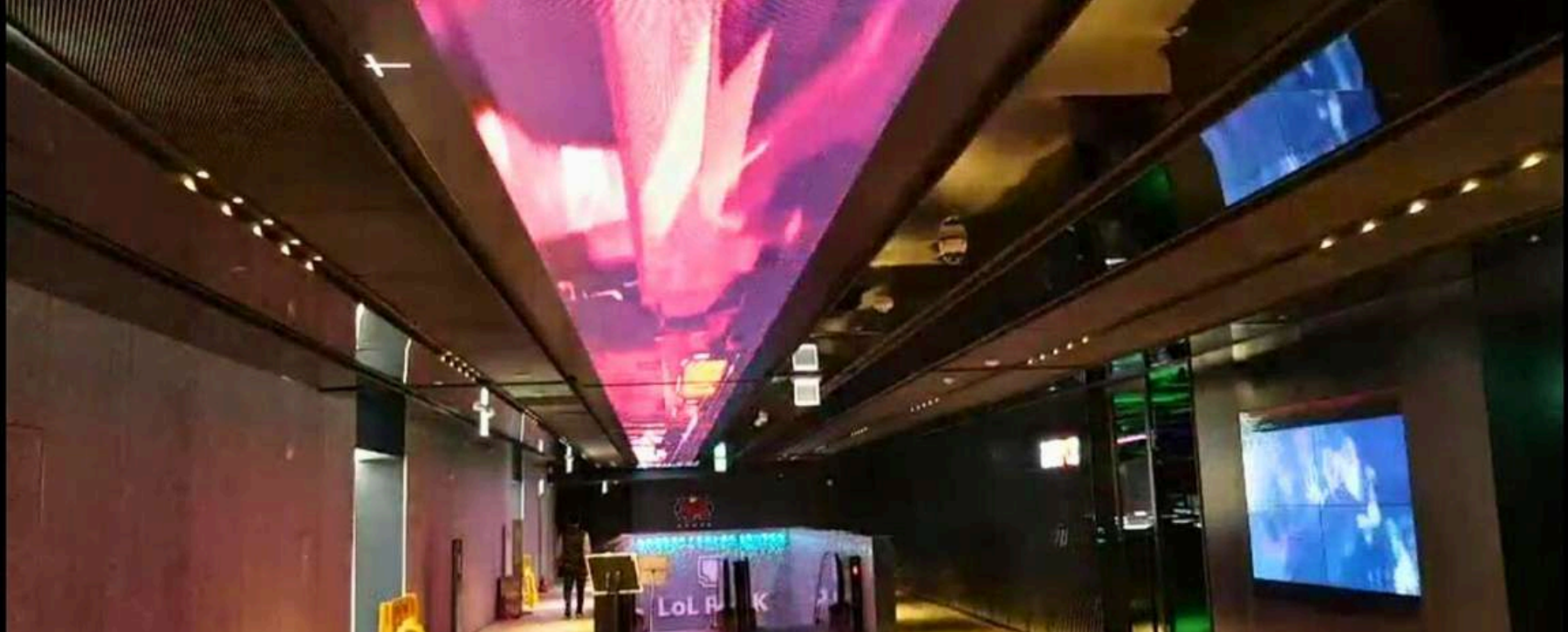
Consult their smartphone while shopping in-store

208%

Increase in click & collect during pandemic... and behaviour continues

THE JOURNEY IS FLUID.

THE CONSUMER IS IN CONTROL.



**TODAY'S CONSUMERS
ARE DRAWN TO RETAIL
EXPERIENCES THAT
TEACH THEM
SOMETHING NEW,**



**OFFER THEM
SOMETHING TO
ENHANCE THE EXPERIENCE,**



**AND EMPOWER
THEM WITH
HANDS ON TECHNOLOGY.**

SIGHT SOLUTIONS MATTER

40%

of brands using digital signage report higher **loyalty** & customer **retention**

28%

average increase in sales among marketers using digital signage

68%

of Americans purchase a **product or service** featured in digital signage

52%

of shoppers **recall specific content** on screen - making it the strongest medium for **message recall**

82%

of shoppers **make unplanned purchases** on premise

78%

of shoppers say digital signage **catches their attention**

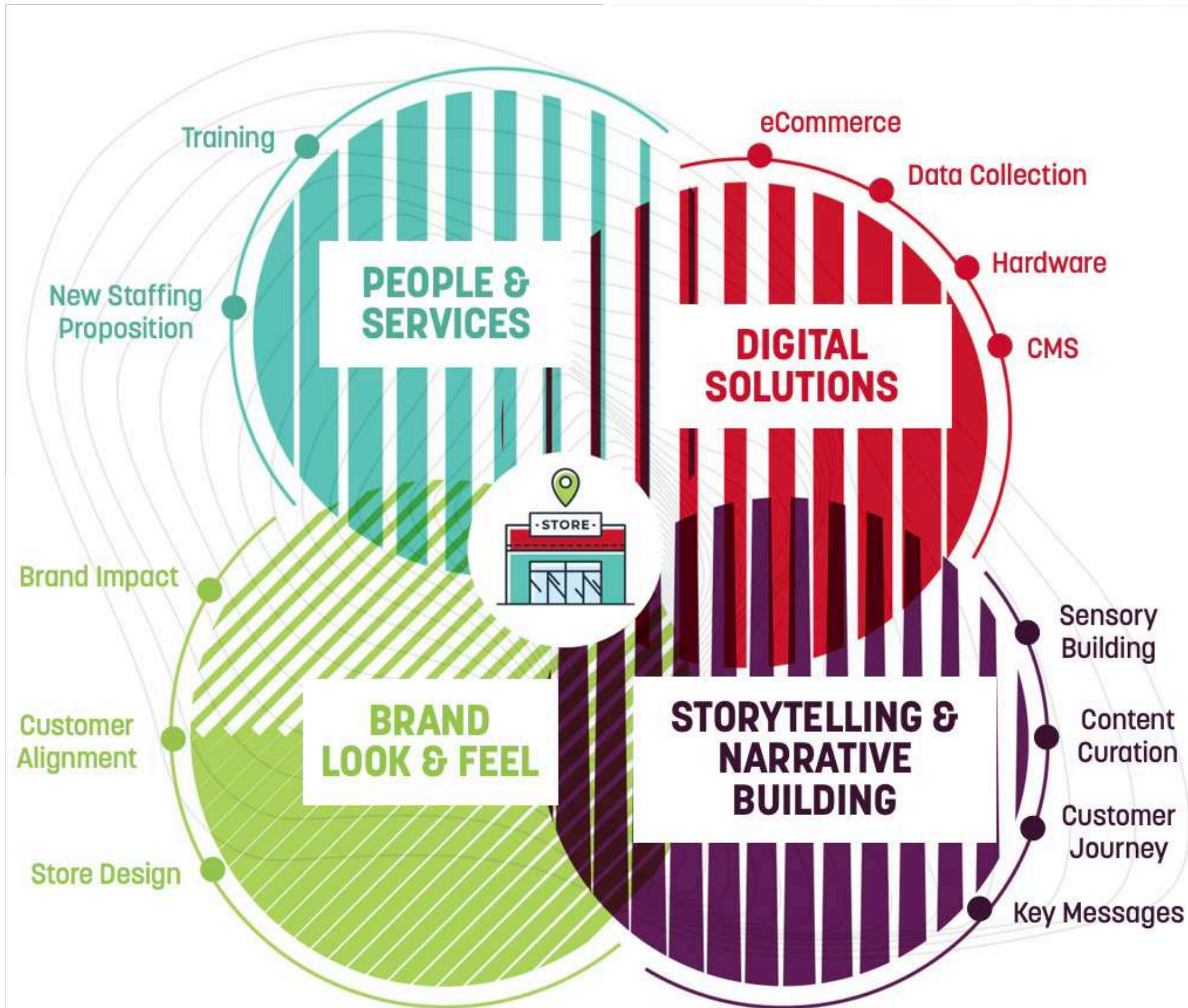
70%

of shoppers are watching screens while waiting their turn

35%

reduction in perceived waiting time when digital signage is present

THE STORE HAS BECOME MORE THAN A PLACE TO TRANSACT SALES



ALL ELEMENTS MUST NOW WORK TOGETHER FOR A HOLISTIC CUSTOMER EXPERIENCE

Physical Retail must be a highly engaging, multisensory experience.

The image features a central, stylized portrait of a person's face, rendered in a high-contrast, digital aesthetic. The face is primarily cyan and blue, with a red glow around the eyes and mouth. The background is a vibrant red, overlaid with a complex pattern of vertical lines and digital data points, resembling a corrupted or glitched image. The word "SIGHT" is prominently displayed in the center in a bold, white, sans-serif font.

SIGHT



SIGHT SOLUTIONS

DIGITAL SIGNAGE

- Promote, entertain and/or inform your customers to increase engagement and drive sales
- Reduce perceived wait times

VIDEO WALLS

- Bring the wow factor to your business and create an experience your guests will never forget.
- Tiled displays with multiple screens, large single unit systems or a solution in between
- DMX has you covered with everything you need to make a lasting impression – hardware, software, and installation.

DIGITAL MENU BOARDS

- Easily update menu items and pricing
- Promote high margin items
- Maintain federal nutrition compliance
- Simple web-based control for quick updates



WINDOW DISPLAYS

Window signage requires displays that can keep your content easily visible in the presence of direct sunlight.

Designed specifically for external-facing applications, these commercial-grade screens offer dazzling brightness and powerful visibility – even in direct sunlight. Backed by professional consultation and installation – anywhere in the world.



VIDEO WALLS

No matter what industry you serve, our visual experts can design and implement video walls of any size, from large single-screen displays to multi-screen units.



LED DISPLAYS

LED screens provide a seamless display, scalable to any size. Suitable for indoor, outdoor and transparent applications.



FREE-STANDING DIGITAL DISPLAYS

22" TOUCH KIOSK



55" FREE-STANDING KIOSK



43" A-FRAME



INTERACTIVE DIGITAL DISPLAYS

Create the immersive experience today's customers demand with interactive & touchscreen applications. From kiosk tablet stations to on-demand product videos to and interactive catalogues, DMX offers a world of possibilities for your customers to connect with your brand.



RETAIL SHELF DISPLAYS

Bring the power of digital displays to your shelves and endcaps to captivate customers and drive sales. Reliable and easy to use, shelving units are specifically designed to handle the wear-and-tear of any retail environment.



DIGITAL MENU & PROMO SCREENS

Transform the experience throughout your business to engage customers and drive big results. Speed up the line, improve menu visibility, promote new and seasonal items.



WORKPLACE DIGITAL DISPLAYS

Post the right information at the right time and place. Quickly customize and schedule content with a few clicks. Internal communications has never been this simple.

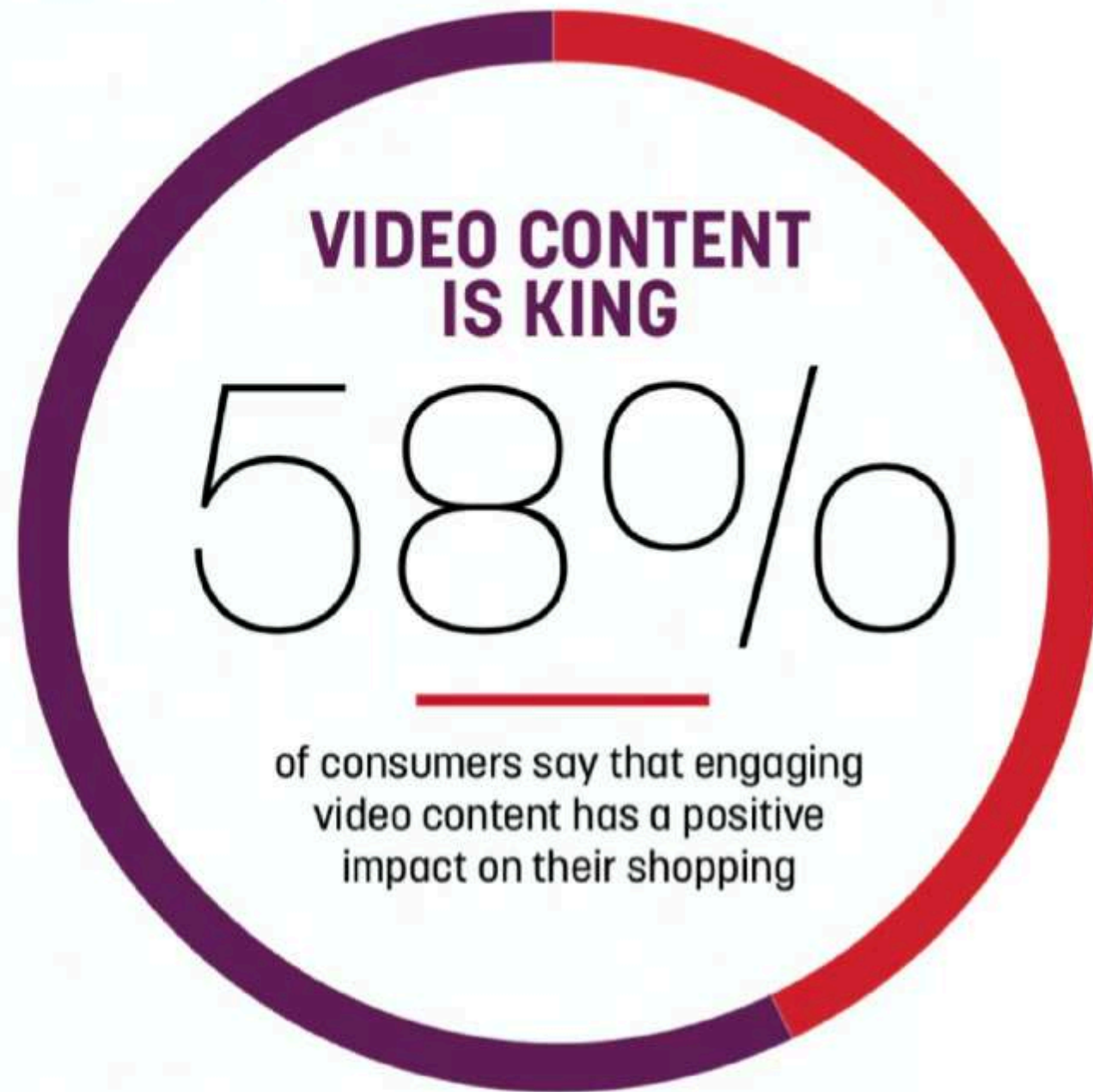


DIGITAL SIGNAGE



IS ONLY AS EFFECTIVE AS
THE CONTENT DISPLAYED

SUCCESS IS WITHIN SIGHT



..... QSR customers recall specific messaging they've seen on digital screens



..... Gen Z **grocery** shoppers around the globe say they've been made aware of a product or special promotion by digital screens in store



..... **Pharmacy** customers around the globe say they've stayed longer because of engaging content on digital screens in store

WHAT DO SHOPPERS LIKE TO SEE ON DIGITAL SCREENS?

BEAUTY
FASHION
GROCERY
PHARMACY

IN THIS ORDER

- + In-store specials and promotions
- + Product and/or service information
- + Product and/or service availability and recommendations

QSR

- + In-store specials and promotions
- + Menu options/product information
- + News/Entertainment

BANKS

- + Product and/or service information
- + Special rates and promotions
- + News

BUT BEYOND INFORMATION



of fashion shoppers say they've been attracted *into* a clothing store after noticing "engaging content on store screens" inside.



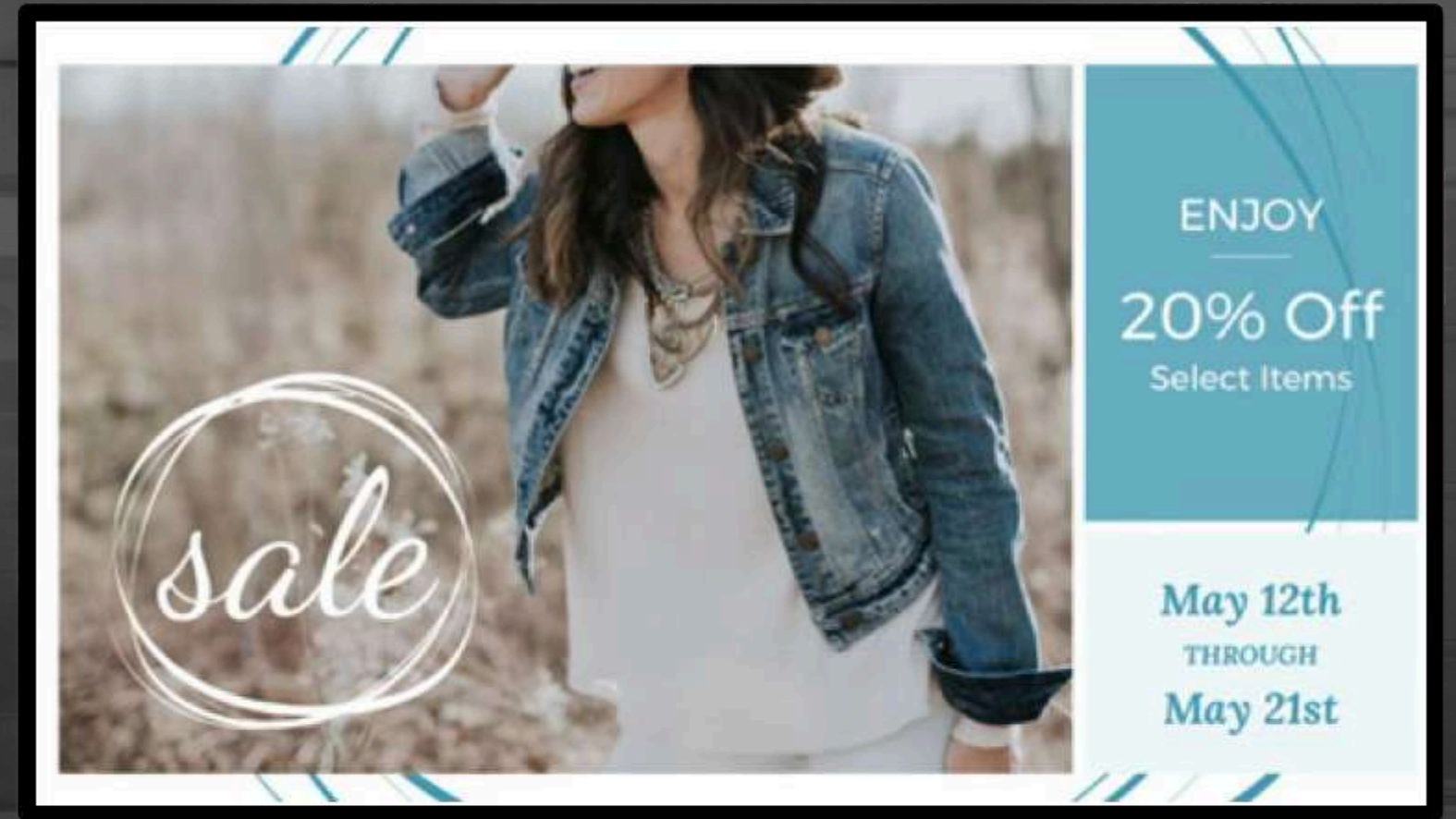
4 in 10 say they've also enjoyed watching TV programming



1 in 3 banking customers say they've been entertained by **useful or interesting videos** on screens

PROMOTE

THOUSANDS OF TEMPLATES
AT YOUR FINGERTIPS



A person wearing a black leather jacket is playing a red electric guitar. The background is a gradient of red and orange. The word "SOUND" is written in large, white, bold, sans-serif capital letters across the center of the image.

SOUND

MUSIC DRIVES MOOD

HOW
CONSUMERS
DESCRIBE THEIR
FEELINGS WHEN
GOOD MUSIC IS
PLAYING
IN-STORE

WELCOME
RELAXED
HAPPY

HOW
CONSUMERS
DESCRIBE THEIR
FEELINGS WHEN
NO MUSIC IS
PLAYING
IN-STORE

DISSAPPOINTING
DISENGAGED
UNWELCOME

LEAN IN OR LEAN BACK

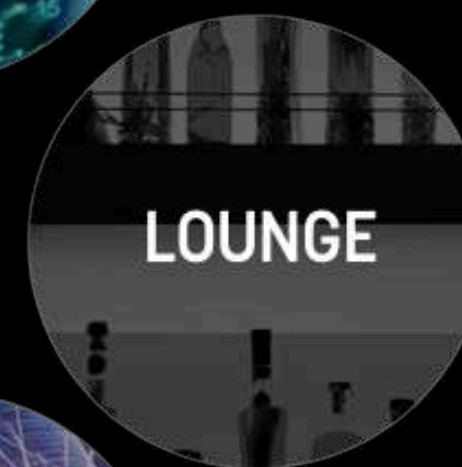
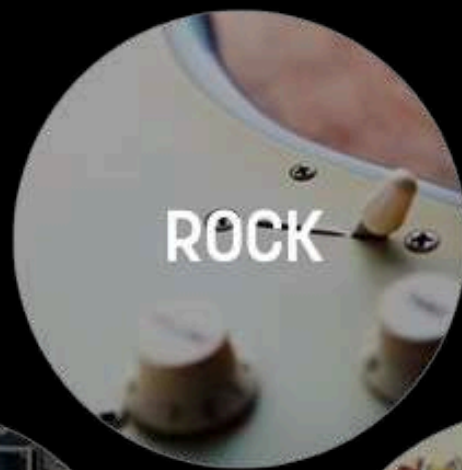
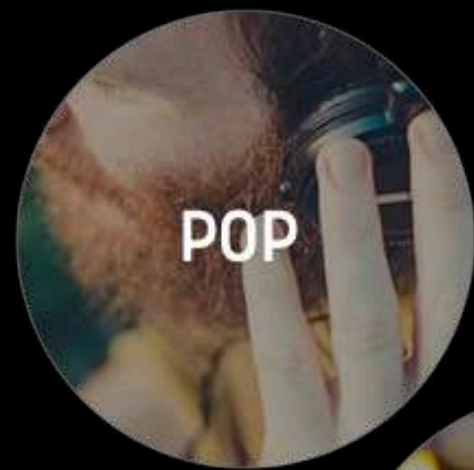
Have as much or as little involvement and influence over your music as you'd like. It's entirely your choice.

- Choose from 160+ professionally designed programs, curated for every audience and industry with a plethora of options
- Over 500 genres
- Over 3000 songs
- Create your own unique playlists based on mood, songs or artists
- Group, schedule or program all devices from one or multiple accounts
- Enterprise-level roles and permissions to determine access
- Designed to be mobile-first to ensure consistency across all devices
- No need for separate audio or visual accounts – all DMX services accessed via one brand experience platform site and one login



MUSIC LIBRARY SAMPLING

OUR GENRES



MESSAGING SOLUTIONS

CAPTURING YOUR BRAND VOICE IS ESSENTIAL TO YOUR BUSINESS

Messaging solutions are provided by professional voice talent and copywriters. Included is intuitive online content management, production and a message approval system.



ON-HOLD MESSAGING

- Reduce perceived wait times and hang-ups
- Inform and entertain callers to keep them on the line
- Drive sales, promote special offers

IN-STORE MESSAGING

- Blend messaging with music
- Communicate your brand voice
- Highlight promotions at the point-of-purchase

SCENT

THE POWER OF SCENT SOLUTIONS

CREATE A LASTING SENSORY IMPRESSION

- Of all the senses, scent is the most powerful trigger of emotion and memory.
- Long term, we're 100x more likely to remember something we smell than what we see, hear, touch or taste.
- 75% of the emotions we generate on a daily basis are affected by scent.

SCENT LIBRARY

SAMPLE LIST OF OUR SCENT LIBRARY

A circular image showing a white teacup filled with tea, garnished with fresh thyme leaves.

WHITE TEA
& THYME

A circular image showing a cross-section of a pink grapefruit, highlighting its vibrant red and pink segments.

PINK
GRAPEFRUIT

A circular image showing a close-up of ocean waves crashing, with white foam against a deep blue sea.

OCEAN

A circular image showing several purple orchid flowers with yellow centers, set against a dark background.

BLACK
ORCHID

A circular image showing a slice of pomelo fruit on a wooden surface, with a vanilla bean pod resting on it.

DARK
VANILLA
POMELO

A circular image showing a pile of golden-brown chocolate chip cookies.

CHOCOLATE
CHIP
COOKIES

A circular image showing a close-up of fresh green basil leaves.

BASIL

A circular image showing a glass of spiced apple cider with a cinnamon stick and a slice of apple.

SPICED
APPLE
CIDER

A circular image showing a bowl of black tea with figs and other ingredients.

BLACK TEA
& FIG

A circular image showing a coconut shell cut in half, with white coconut meat and a slice of lime.

COCONUT
BEACH

DMX CLIENT PORTFOLIO



TOP TO BOTTOM LEFT:

Volvo,
Ferrari,
The Marc Shopping Centre

TOP TO BOTTOM CENTRE:

Sportsmans Warehouse,
Mall of Africa

TOP TO BOTTOM RIGHT:

Newtown Johannesburg,
Bosch



DMX CLIENT PORTFOLIO



Ferrari



THE MARC



POLO
SINCE 1976



BABYLONSTOREN



Southern Sun

KARL
LAGERFELD

NEWTOWN
junction

CONVERSE®

SANDTON CITY

OUTDOOR
WAREHOUSE

G-STAR RAW

MERCURE

MALL OF
Africa

12A

THE TWELVE APOSTLES
HOTEL AND SPA

Timberland 

BIRCHWOOD
HOTEL & OR TAMBO CONFERENCE CENTRE



CITY PROPERTY

BRIDE&CO

VERSUS
SOCKS

Calvin Klein