

## **DMD2 and Barix: Customised music and announcements for top hotels and chain stores**

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Press release from: [Barix Technology AG](#)

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Leading names from the hotel industry and well-known chain stores use the innovative public address system solutions from DMD2 (Digital Media Distribution AG). The products “hotelradio.fm” and “retailradio.fm” permit the broadcasting of customised sound along with commercials and announcements at the same time in any number of chain stores or hotel areas. Experienced music editors from DMD2 always ensure up-to-date content geared to the specific target groups. For the technical implementation, DMD2 now relies totally on the inexpensive and reliable solution provided by the Swiss company Barix AG. This solution is based on audio over IP technology and is just as easy to install and use as a radio. It works entirely without expensive satellite technology and requires no data media, servers or PC infrastructures. The only technical requirement is an IP (Internet) connection (LAN/WAN). Chain stores such as Ex Libris AG, as well as top hotels such as the Lenkerhof alpine resort in the Bernese Oberland and the Giardino in Ascona already use these innovative public address system solutions.

The way in which the Barix IP streaming component works could not be simpler. The Exstreamer receives the audio stream transmitted by DMD2 via the Internet, converts it into music, and feeds the reconstructed signal into the local audio system. This method of audio distribution allows music and voice announcements to be transmitted to any broadcasting location over any distance. What is more, it is also extremely easy to install. The Exstreamer only needs to be hooked up to the Internet connection. Using it does not require any expert knowledge, either. “Barix products have convinced us, because they are extremely simple but highly reliable at the same time. Our customers don’t have to be concerned with updates or interference, and can instead concentrate fully on looking after their guests and customers, respectively”, emphasizes Alexander Dal Farra, founder and CEO of DMD2.

The audio over IP technology of the Barix Exstreamer is highly immune to network failures and interference; backup functions immediately come into effect in the event of system failures and maintain the audio stream. The Exstreamer only requires a low bandwidth to work and is completely maintenance-free. Thanks to its modular design, the system can be extended virtually at will by simple and unproblematic means. The audio over IP technology dispenses with the need for expensive satellites, servers, PC infrastructures and data media. What is more, starting at a price of around 160 euros, the Barix Exstreamer is also extremely inexpensive.

DMD2 recently equipped 120 stores of the company Ex Libris AG in Switzerland with “retailradio.fm”. The “retailradio.fm” solution is geared specifically to chain stores. It broadcasts the music programme customised for the Ex Libris target group to all the connected shops at the same time. The DMD2 music editing department ensures that the programme is always up to date by selecting the tracks from the latest releases, which convey the desired image in the stores, and help to ensure that customers feel good. The music programme is supplemented by commercials or announcements, such as information about special promotions. Upon request, it is possible to have these played in selected stores only, for instance in specific regions or restricted to city stores.

DMD2 “hotelradio.fm” is used by top hotels, such as the Giardino in Ascona and the Lenkerhof alpine resort in the Bernese Oberland. The professional music concept has been developed by DMD2 in collaboration with the leading Swiss hotelier Philippe Frutiger specially to meet the needs of the hotel industry. Over 30 different channels provide suitable music for the lobby, the restaurant, the lounge and the SPA area, for younger or older audiences, as well as for special events. On the local Exstreamer, the hotelier simply selects the channel he wishes to play. In this way, it is possible to create the desired atmosphere in which guests feel comfortable in every hotel area. This avoids the hassle of having to change CDs, adjust the volume or obtain new tracks; and allows the hotel staff to concentrate fully on the making their guests feel at home.

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About Barix AG ([www.barix.com](http://www.barix.com)):

Barix AG, headquartered in Zurich, Switzerland, specializes in the research, development and manufacture of IP-based audio and data distribution, communication, monitoring, control, and automation hardware solutions for commercial, industrial, security and military applications. Barix's smart, reliable, compact, stand-alone components stream and communicate over standard network infrastructure and Internet, for local or worldwide networked solutions, eliminating the need for extra wiring and PCs. Barix provides customers with a wide range of additional services, including private labeling, licensing and OEM engineering.

About DMD2 ([www.dmd2.net](http://www.dmd2.net)):

Digital Media Distribution AG (DMD<sup>2</sup>) is totally committed to the digital media business. The Swiss provider advises the music industry and media companies, produces radio programmes and podcasts for business customers, and broadcasts sound to chain stores and hotels.

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