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Scion Delivers Dynamic Online Video Experience with VMIX

Enriches online community for car enthusiasts with new audio-visual site

SAN DIEGO--([BUSINESS WIRE](#))--VMIX (www.vmix.com), a leading online video platform provider, today announced that auto brand Scion is unveiling a new audio-visual website (www.ScionAV.com) based on VMIX's media management and delivery solution.

"Building on our platform's open design, Scion extended its existing framework to quickly build out a new customer site that embodies its creative lifestyle," said Mike Glickenhau, President and CEO of VMIX.

Glickenhau added that the lifestyle relevant to Scion buyers results in a site with multiple music channels, dynamic video and a graphic-rich design. "That kind of load requires a backend system that can hold up. Our platform is designed to carry streaming media, so it was perfect for supporting the environment that Scion needed to create."

"The goal of ScionAV.com is to deliver the kind of original art, film and music that have resonated so well at our live events," said Jeri Yoshizu, Scion sales promotions manager. "Merging our existing web infrastructure with out-of-the-box VMIX capabilities has made delivering media to our online audience just so much easier."

With the brand's launch in 2003, Scion redefined how companies connect with their customers. Producing free live concerts, showcasing emerging artists and embracing its owners, the Scion continues to stay in touch with young tastemakers.

Yoshizu added that the integration with VMIX allows Scion to bring users together across the country. "Our marketing partners can now upload footage remotely from live events and our customers can experience ScionAV.com wherever they are – from their laptops, on their phones, in their cars."

About VMIX

VMIX Media Inc., (www.vmix.com) is a leading provider of white-label Software as a Service (SaaS) video and digital media management solutions. The company is the trusted partner of news, entertainment and enterprise companies including JVC, Penguin Books, Tribune Company, The McClatchy Company, American Cancer Society, ABC's Dancing with the Stars, and Warner Bros/Telepictures.

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