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# news

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## Press and Media Information

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### **ESSENTIAL COMMUNICATIONS WINS AWARD FOR CAROLINA HERRERA VIDEO DISPLAY INSTALLATION**

*One of Five Winners in the Archi-Tech 7<sup>th</sup> Annual AV Awards 2010*

**NEW YORK – June 16<sup>th</sup>, 2010:** Essential Communications, a leading designer and integrator of A/V systems, announced that it has won a prestigious industry award for its innovative retail concept. The honor includes a selection as one of five winners in *Archi-Tech 7<sup>th</sup> Annual AV Awards 2010*.

The award is for Essential Communications' innovative design concept at *Carolina Herrera's new Flagship Boutique in Crystals at City Center Las Vegas*. The firm created an attention-grabbing, dynamic large-scale video display for the glass exterior in the Crystals at City Center luxury retail development in Las Vegas, Nevada. In working to complement the building's glass curtain-wall exterior without permanently altering it, Essential Communications devised a solution whereby a removable projection material was adhered to the interior window panes. Where a video wall or LED display would have been obtrusive, this solution represented a true integration with the building's structure to make an arresting presentation of Herrera's runway fashion shows.

*Archi-Tech*, subtitled "Advancing Technology in Commercial Buildings", is a publication for architects and designers of high-tech buildings.

"We're honored to be recognized for our commitment to A/V innovation by one of the industry's top publications," says David Schwartz, President of Essential Communications. "The Carolina Herrera project shows what can happen when you combine creativity and new technology with a great team of architects and contractors, as well as a client willing to take risks in the name of advanced retail environments."

*Essential Communications ([www.makeasoundinvestment.com](http://www.makeasoundinvestment.com)) is a leading designer and installer of A/V solutions to multiple industries, including hospitality, restaurants, retail, residential, academic, corporate and more. Based in East Hanover, NJ they have been creating award-winning work for an international clientele since 1987.*