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**ESSENTIAL COMMUNICATIONS DELIVERS FRESH AUDIO
TO JUNIORS RESTAURANT**

Installation of Innovative Trusonic Music System Maximizes Updated Interior Design

NEW YORK – April 12, 2005: Landmark restaurants are calling on Essential Communications when they want to enhance the customer experience with better audio. The innovative A/V firm recently brought a fresh perspective on music to Juniors, the legendary Brooklyn restaurant with the world's most famous cheesecake.

Essential Communications applied its deep expertise in restaurant sound system design and installation to Juniors, which called for a new approach to the environment by delivering consistently great music programming. "The music changes throughout the day to match the different dining services – breakfast, lunch and dinner," says David Schwartz, President of Essential Communications. "The renovation of the sound system was a logical extension to the new interior design at Juniors' Brooklyn location."

Schwartz specified the highly flexible Trusonic music delivery service to give Juniors the edge in ambience. The system consists of an Internet appliance installed in the restaurant's environment, which connects both to their sound system and to the Trusonic central server via high-speed Internet. The restaurant's management can easily interact with the system via the intuitive online interface called Music Manager, which allows for convenient programmed play and song-selection features, daily modifications to schedules, and more.

"Trusonic is the ideal solution for hectic business environments like Juniors, where management needs a sophisticated music system that can take care of itself," Schwartz says. "It's advanced scheduling tool allows us to specify the right music at the right time of day, playing up-to-the-minute, fully licensed playlists that Trusonic compiles. Meanwhile, the staff can concentrate on great customer service – and cheesecake, of course."

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As the purveyor of “The Best Cheesecake in New York” (Voted #1 by New York magazine), Juniors stands as one of NYC’s true culinary institutions. With the new sound system being installed at the same time as a new ceiling, Essential Communications took advantage of the opportunity to add new levels of flexibility to the restaurant’s audio capabilities. “Since the ceiling was being replaced, we got the necessary access to run new cabling and install new speakers,” adds Schwartz. “This also gave us the ability to ‘zone’ out the restaurant and give the owners control over the volume in various areas throughout the restaurant. It also gave us the ability to add speakers to places where they hadn’t been before.”

It’s not easy to improve on a world-famous favorite that’s been going strong since 1950, but for Essential Communications, the upgrade at Juniors is a perfect example of current trends in restaurant sound systems. “This install represents Juniors’ commitment to the use of sound and music for a better experience,” Schwartz concludes. “Restaurants are recognizing the importance of professional services for music and sound, and they don’t want to leave it to chance. Essential Communications specifies technology like Trusonic that works time and time again to ensure consistent results – it’s all part of a system that works when it’s supposed to and doesn’t break down. The result is an enhanced Juniors experience, for the owners and their customers.”

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Essential Communications (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 New York City, they have been creating award-winning work for an international clientele since 1987.

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