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**ESSENTIAL COMMUNICATIONS WINS TWO AWARDS
FOR CHRISTIAN DIOR VIDEO TOWER INSTALLATION**

*Take First Place in "Fixtures" in VM+SD 11th Annual Int'l Visual Competition;
One of Six Winners in Arch-Tech 2nd Annual AV Awards 2004*

NEW YORK – June 14th, 2004: Essential Communications, a leading designer and installer of A/V systems, announced that it has won two prestigious industry awards for their innovative retail concepts. The honors include a First Place prize in the "Fixtures" category of *VM+SD* magazine's 11th Annual International Visual Competition, and selection as one of six winners in *Arch-Tech* magazine's 2nd Annual AV Awards 2004.

Both awards were for Essential Communications' work at Christian Dior's flagship retail location, on 57th Street in Manhattan. The firm created an attention-grabbing, 18-foot tall array of video screens for the landmark location, using 96 15-inch diagonal LCD monitors to make an arresting vertical presentation of Christian Dior's famous runway fashion shows. The video tower is complemented by a 60-inch 16:9 HDTV plasma monitor and two 50-inch HDTV plasma monitors elsewhere in the store.

Visual Merchandising + Store Design, or *VM+SD*, is the leading magazine for retail designers and store display professionals. *Arch-Tech*, subtitled "Bridging the Gap Between Design & Technology", 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 two of the industry's top magazines," says David Schwartz, President of Essential Communications. "The Christian Dior video tower 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."

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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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