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**FOR IMMEDIATE RELEASE**

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**ESSENTIAL COMMUNICATIONS ADDS EXPERT A/V, MUSIC MANAGEMENT  
TO 18<sup>TH</sup> EQUINOX FITNESS CLUB**

*Opening of New 25,000 Sq. Ft. Equinox Location in Roslyn, NY  
Extends Long-Standing Relationship*

**NEW YORK – August 19, 2004:** Equinox Fitness Clubs is constantly expanding its presence in the New York metro area, and their new addition in Roslyn, NY, is the latest to feature the high performance A/V installations of Essential Communications. The opening of the Roslyn location marks the 18<sup>th</sup> Equinox club that Essential Communications has enhanced with its deep expertise in audio, video and music management for the fitness industry.

“This is a business where – without music – you’re finished,” says Ed Ruane, Regional Director for Equinox Fitness Clubs. “What Essential Communications provides us with is a 24-hour service arrangement. We have such strong A/V needs, and with the service contract they provide us with, we have a resource where all we have to do is make a phone call and our technical needs are taken care of.”

Essential Communications’ long-standing relationship with Equinox starts with its commitment to designing systems for each club from the ground up. “We refuse to take a cookie-cutter approach to any of our clients,” notes David Schwartz, President of Essential Communications. “Every Equinox location is a different size and shape, with different facilities, and our A/V designs reflect that, every time.”

The firm takes a serious working knowledge of health clubs’ specific needs into its A/V designs. “Fitness clubs are very demanding environments,” Schwartz says. “They can run up to 16 hours a day, 7 days a week, with lots of sweat, humidity and multiple instructors and club personnel handling equipment at various touch points. So at the outset, choosing the right brands with high levels of durability is extremely important.”

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Among other audio equipment, Schwartz and his team specified Electro-Voice SX and Tannoy speakers to power the sound in the Roslyn club's multiple environments, which include yoga and spinning studios in addition to a large group fitness room. "The EV SX series works well in aerobics studio environments," says Schwartz. "They are aesthetically pleasing, fit the bill sonically, and are easy to implement in terms of mounting solutions. We also used Tannoy again, after we got great results with them in Equinox' flagship, 42,000 sq. ft. location at the newly reconstructed Time Warner Center."

Essential Communications' considerable expertise in music and content management is on display at the Roslyn location, as the firm employed the DMX Profusion X digital music management and playback system. "Profusion X is an economical and hands-free solution," Schwartz observes. "Now, instead of having to constantly change CDs, it's very easy to ensure that the correct music plays at the appropriate time of day."

With 18 locations completed, it's safe to say that Essential Communications and Equinox have developed a healthy relationship. "Equinox fits the profile of the type of companies we really enjoy working with," David Schwartz concludes. "It's a symbiotic situation where they allow us to exercise our audio, video and content management creativity. As a result, their members get an environment that is charged with energy."

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

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