

## CORPORATE HEADQUARTERS BUILDING

POWER SOLUTIONS  
CASE STUDY of  
**MUZAK**



### DON'T STOP THE MUSIC!

#### UNITS

400 kW Diesel Genset

#### LOCATION

Fort Mill, South Carolina

The amazing power of music upon the human psyche — to uplift, relax, enliven, or soothe — is well known. Its ability to create a comfortable, pleasant environment is universal. With the right combination of melody, tempo, and sounds, music can complement physical surroundings to create a wide assortment of indoor atmospheres, depending upon the setting. As a result, people in those places will naturally be more comfortable, productive, and content.

Businesses have always sought ways to create a positive experience for their customers and employees. Since the 1920's, the Muzak company has helped a wide variety of clients use the emotional power of music to enhance their business. What started as "elevator music" in the Roaring 20's to relax anxious riders as they ascended towering skyscrapers has been expanded and transformed into a dynamic 21<sup>st</sup> Century medium. Today the focus is on a customer's experience, as retailers fight for loyalty and brand recognition. After 70 years in the music business, Muzak touches more than 100 million listeners each day through 350,000 clients around the world.

As the pioneering company in this field, Muzak remains at the forefront of industry trends in product, service, and technology. In the past decade, Muzak has leveraged the industry's largest national sales and service network to expand its offerings. Muzak provides clients with on-hold messaging solutions, satellite television, sound masking, drive-through systems and maintenance, in-store marketing, paging, closed-circuit video, and of course, professional sound system design and installation. With the introduction of groundbreaking concepts such as Audio Architecture® and, most recently, Muzak Voice<sup>SM</sup>, the company has solidified its long held position as the world's leading music and on-hold messaging provider.

As you can imagine, providing the business world with music and numerous other services presents a continuing challenge. To create and deliver the Muzak experience, the company employs over 2,000 employees, with 300 of them working at the company's new 110,000 square foot home office in Fort Mill, South

“

We provide responsible, reliable and transparent systems and technology to assure uninterrupted service and reception,” says Muzak CEO Bill Boyd. “To make that delivery promise, we demand the same reliability from our vendors.

”



# CORPORATE HEADQUARTERS BUILDING

POWER SOLUTIONS CASE STUDY of **MUZAK**

**UNITS**  
400 kW Diesel Genset

**LOCATION**  
Fort Mill, South Carolina

Carolina. This modern state-of-the-art facility is equipped throughout with the latest in technological advances, including high speed computer servers, expansive data storage, acoustically balanced recording studios, enhanced quality mixing suites, and satellite uplink systems.

Muzak transmits a wide variety of music to its customers 24 hours a day, 7 days a week. “We provide responsible, reliable and transparent systems and technology to assure uninterrupted service and reception,” says Muzak CEO Bill Boyd. “To make that delivery promise, we demand the same reliability from our vendors.” That means a backup power system Muzak can count on.

To ensure that the music never stops, the company relies upon a standby power system combining an uninterruptible power supply (UPS) system with a 400 kilowatt Generac diesel generator set. If utility power is interrupted, the UPS system powers key elements of the facility temporarily, until the generator automatically starts up and assumes the load about ten seconds later. The result is a seamless transfer of the electrical load that keeps the music going without the slightest interruption, and allows Muzak to continue operating despite the loss of utility power. DTE Energy Technologies of York, South Carolina is the servicing dealer for this equipment.

## **GENERAC®**

Generac Power Systems, Inc.  
S45 W29290 Hwy. 59  
Waukesha, WI 53189  
1-888-GENERAC (1-888-436-3722)

[generac.com](http://generac.com)