

Environmental Music By Muzak®



No one can work at peak efficiency all the time. We are all affected by stress, tension, boredom and resulting fatigue. And that makes us less productive.

The question is, can stress, tension and boredom be reduced in the workplace? And the answer is, yes.

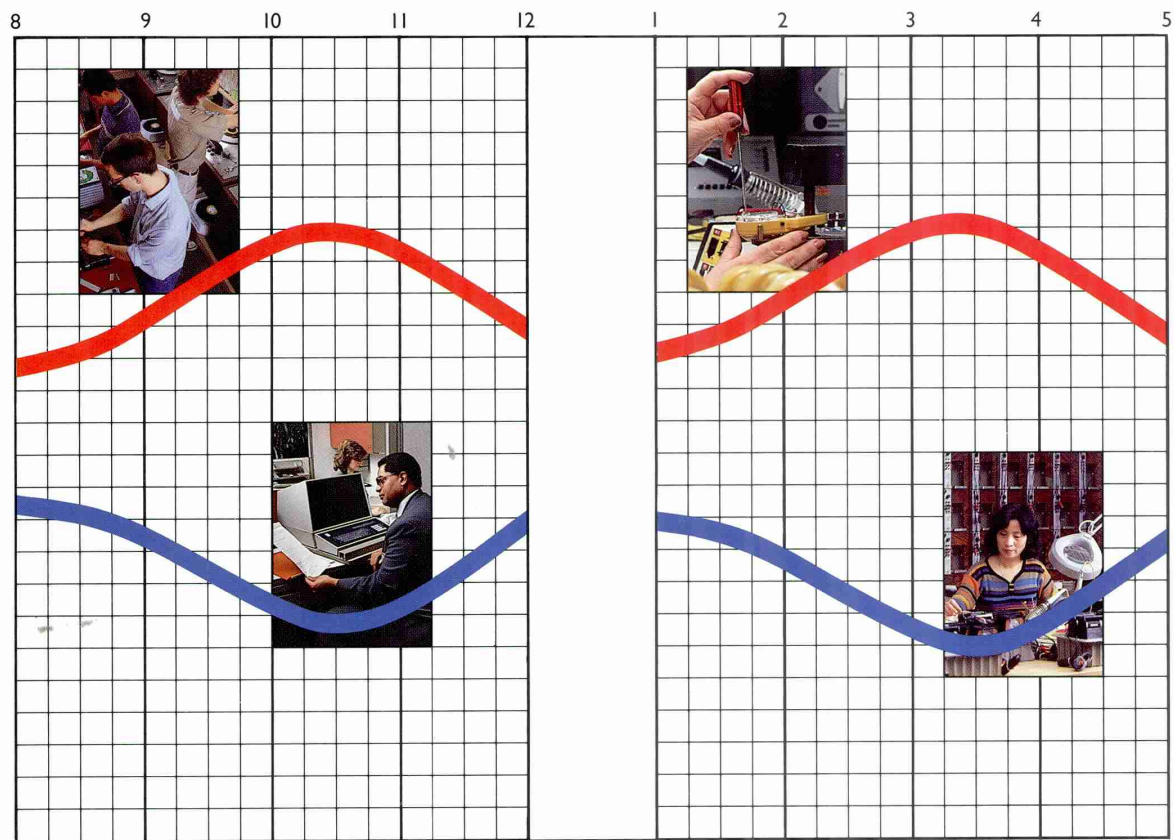
Environmental Music by Muzak® is designed to help alleviate stress and give people a lift. We do this by creating our own planned, orchestrated, balanced music.

WHAT ENVIRONMENTAL MUSIC BY MUZAK® CAN DO...

- Help reduce stress and tension
- Break monotony
- Counteract the employee fatigue cycle
- Stimulate without distracting
- Enhance concentration

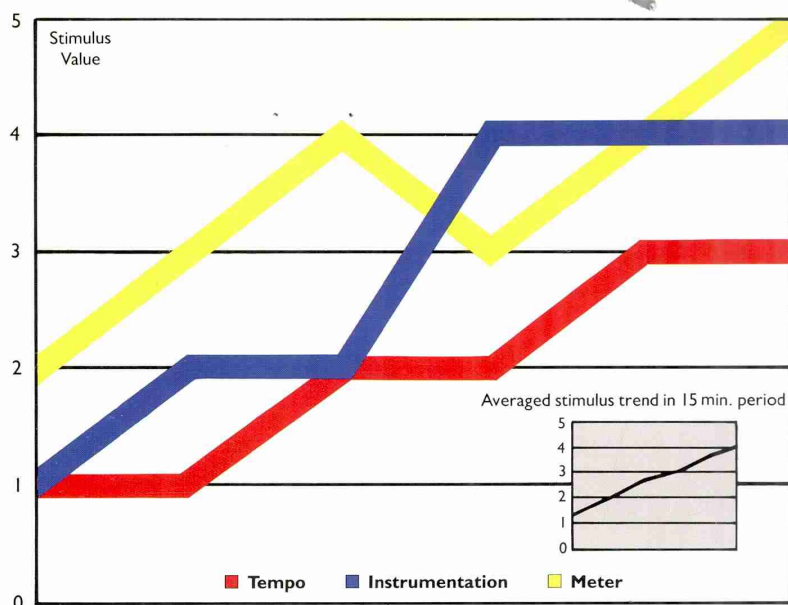
...AND THE BENEFITS IT OFFERS.

- Reduces errors
- Reduces hidden payroll costs
- Improves attitude and morale
- Helps increase productivity



■ Daily Stimulus Cycles ■ Daily Fatigue Pattern

How Stimulus Progression® is programmed through the work day.



A typical relationship between musical elements that together produce increased stimulation over a fifteen minute period.

THE ROLE OF ENVIRONMENTAL MUSIC BY MUZAK®

Most music is entertainment and is meant to capture and hold your attention.

Yet, years of research have proven that when properly arranged and recorded, music can be used to do just the opposite. It can help people concentrate on whatever activity they are engaged in, and reduce the distraction of other noise at the same time.

This is the crucial difference between entertainment music and Environmental Music by Muzak®.

Environmental Music by Muzak® is meant to be heard, but not to be listened to. A lot of planning and testing is needed to create music that functions this way. This is the reason why playing the

radio or using tapes from home at any sound level may actually be counterproductive.

To really understand Environmental Music by Muzak® it must be thought of as a management tool rather than entertainment. Muzak® programming is based on practical scientific principles, as valid as those used in creating good interior design, lighting and climate control.

Our music is geared to take into account the way people perform in daily routines. It is programmed to create an atmosphere more conducive to higher performance.

We call this process Stimulus Progression®.

HOW STIMULUS PROGRESSION® WORKS

Studies show that employee fatigue occurs in cycles. Mid-morning and mid-afternoon are the times of greatest fatigue and, therefore, lowest productivity.

So Muzak® programming is scheduled to become progressively more stimulating when your employees need a lift. Environmental Music by Muzak® reaches its peaks during those periods when productivity tends to decline.

Each day is divided into 15-minute segments. Musical selections are programmed to become increasingly more lively within each segment.

The individual segments are sequenced according to their overall stimulation levels, counteracting the daily fatigue cycle.

There is nothing arbitrary about the method. Years of testing and research have shown that this is a proven technique to positively affect employee performance.

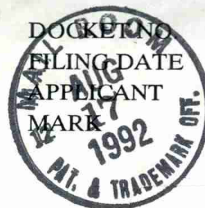
We record our own music, ranging from familiar standards to contemporary hits. We carefully choose from our extensive library to create new programs daily, avoiding repetition and distraction. And the results are positive, over and over again: people feel better, think better and perform better.

We record new orchestrations and instrumentations... in fact, we update our library continuously. Using satellite distribution, we vary selections so that each day's music is programmed for that day only.

We stay in the forefront of musical trends to keep our sound fresh and familiar, reflecting the world of music we all hear and enjoy.

Environmental Music by Muzak® is more than a pleasant enhancement; it is a vital part of a productive atmosphere.

There is nothing magical about Environmental Music by Muzak®. Except the results.



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