

## CASE STUDY:

# Muzak Depends on Rimage Digital Publishing Solutions to Bring Music to the Masses



Muzak is the world's leading music, messaging and sound systems provider. Headquartered in Fort Mill, SC, Muzak serves more than 400,000 client locations through 200 sales and service sites. 100 million people experience Muzak every day. The company delivers its services to some of the world's biggest brands via satellite, on disc and through broadband connections. Since the mid-1990s, Muzak has produced and distributed its music programs on CD and DVD, a production method that accounts for approximately 15 percent of its business today.

### THE CHALLENGE

Muzak continuously updates its music programs to ensure its clients have the freshest available content. Every month, the company produces approximately 500 different music program masters for its clients that receive disc-based content. "There is constant activity throughout the month, but nearly 75 percent of our disc production takes place over a two week period. Fast, accurate disc creation is a necessity," said James M. Marascio, vice president of network operations for Muzak. "Overall, between our in-house production and our service bureau partner — which also uses Rimage systems — we produce and ship approximately 30,000 CDs and DVDs per month. In order to produce that volume of discs in an efficient manner, we need a complete solution that

allows us to automate as much of the production process as possible." Additionally, faced with switching among multiple disc formats and between separate software for music and voice disc production, Muzak's digital publishing systems must be easy to control and seamlessly integrate with other solutions.

### THE SOLUTION

Muzak owns two Rimage digital publishing systems and plans to purchase a third in 2007. The robust Rimage API allows Muzak to directly interface both its music and voice (on-hold and in-store messaging) systems with the Rimage systems. Master recording production is completely automated for output to four CD and two DVD formats using the Rimage solution. A customized

*"Rimage met our expectations of flexibility, scalability and reliability, completely outweighing the competition."*

James M. Marascio,  
Muzak

### CUSTOMER

Muzak

### CHALLENGE

On-demand Automated Disc Creation

### SOLUTION

Two Rimage Producer  
Disc Publishing Systems



R I M A G E

ON DEMAND DIGITAL PUBLISHING™

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*"Our discs are distributed all over the world, and with the high-quality printing provided by Everest, we are confident our customers will receive an outstanding recording and image."*

James M. Marascio,  
Muzak

## THE CUSTOMER

Muzak  
Fort Mill, SC  
www.muzak.com

## RIMAGE SOLUTION

- Multiple Rimage Producer disc publishing systems
- Everest Thermal Printing technology
- Producer Software Suite

software solution is completely integrated with the Rimage solution, allowing Muzak to enjoy the ease and speed of automated disc production without any formatting hassles. Due to the uniqueness of each disc Muzak produces, proper printing and recording are essential components of Muzak's Rimage solution. The company uses Rimage's Everest thermal-retransfer printing technology to ensure that program discs retain their readability over time. In fact, the quality and durability of Everest printing technology was one of the initial reasons Muzak selected Rimage as its digital publishing solution provider. "Our discs are distributed all over the world, and with the high-quality printing provided by Everest, we are confident our customers will receive an outstanding recording and image," Marascio said.

## THE RESULTS

### Automating Disc Creation from Program to Production

Muzak's music program designers, or "Audio Architects," use a Web-based tool to audition and select content for use in a program, then to build program schedules. Once this is done, they release the program to a group that is responsible for quality-checking the content and programming. The program is then released to a production queue. For programs that are distributed via CD or DVD, the production system levels, encrypts and writes all of the scheduling information to a disc image that is then served to

the Rimage system. The Rimage system burns and labels the disc masters, and after they go through a quality control process, they are then ready for mass production.

"By the early-2000s, the number of programs we offered to clients had grown substantially," Marascio said. "This is when we began integrating the Rimage system into the production process to create masters. Prior to this, we created disc images on network folders and used off-the-shelf disc authoring software to manually create masters. Now it's all automated."

### Generating Rapid Return on investment

Muzak quickly realized significant time and cost savings from its Rimage implementation. Integrating the Rimage units directly into the production system resulted in Muzak being able to automatically produce masters 24/7. As a result, fewer hands now touch the production process and Muzak isn't forced to pay personnel overtime to manage its disc publishing process. The Rimage systems paid for themselves through reduced labor costs and productivity gains in less than two years, including the software development costs to integrate Rimage with Muzak's voice and music formats. Over time, Muzak has added two other product automation components to its Rimage system and even with the software development, each had a return on investment of less than a year.

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