



# MEDC and Dynasound

*add peace of mind*  
**solutions**  
*to critical business*  
**problems**

**T**he Michigan Economic Development Corporation in Lansing, Michigan (MEDC) is a one-stop business assistance resource for private and public organizations in Michigan or those considering a location in the state. Firms can benefit from MEDC's complimentary services such as professional account management teams as well as a wide variety of business services that are designed to attract and keep new businesses in the State of Michigan. MEDC is also the channel for continuous improvement of the state's business climate. The subject matter of these services are sensitive and in many instances confidential in nature which leads to the problem.

**Problem:** As MEDC's Richard Dolio explained to Dynasound, there is considerable concern about speech noise in their new 90,000 square foot open-plan headquarters facility. The large amount of open office space not only lends itself to unnecessary ambient speech noise that is distracting. This can be counterproductive to MEDC's efforts. What was sought after was a solution that could provide a greater degree of speech privacy and overall masking of normal office noise.

**Solution:** Dynasound performed a careful computer modeling analysis of the building interior's acoustical characteristic. Architectural plans were reviewed and calculations were done to determine the optimum system to be utilized for sound masking. Dynasound was able to custom tailor and install a complete system with assignable zones in about a week's time. The system is entirely programmable to adjust itself based on building



*"Dynasound is committed to providing the highest degree of customer service — from design to installation to end-user training."*

— Richard Dolio, Administration, Corporate and Legal Affairs,  
Michigan Economic Development Corporation

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**DYNASOUND**

**Sound masking solutions™**



usage and occupancy throughout the course of a twenty-four hour day. More masking during peak daytime hours when the facility is near maximum occupancy and less in the evening, when security personnel need to hear a pin drop.

Since the installation of their Dynasound system, the MEDC has experienced a *dramatic reduction in "normal" office noises* which has resulted in fewer employee distractions. The MEDC has also attained their objective of reducing conversational distraction within their open-office plan.

An added bonus of their zoned system (masking, music and paging) is the ability to simultaneously direct background music to their common areas while inducing sound masking into the occupied office areas – all without encumbering extra equipment. According to Dolio, "From design to installation to end-user training, it was evident that Dynasound has an extreme commitment to provide the highest degree of customer service."

Since 1975, Dynasound has specialized in reducing conversational distractions and protecting sensitive conversations for commercial, defense, government, healthcare and military facilities. To learn more, contact Dynasound at 1-800-989-6275 or at [www.dynasound.com](http://www.dynasound.com).



Exterior photograph of MEDC's facilities  
Lansing, Michigan



Dynasound's Model DS1012  
Sound Masking/Paging Unit  
Actual Dim: 17" w X 3.5" h X 12" d