

NSM Music Continues To Bring Background Music Forward

Digital Jukebox Manufacturers Offer Breakthrough Technologies to Companies Around the Globe

ELMHURST, ILLINOIS, USA, September 2, 2015 /EINPresswire.com/ -- Recent studies have continually shown that the background music in a store or restaurant can actually influence the amount consumers spend in that particular location, and results like those make music more important than ever today. [NSM Music](#) has been working with companies to provide the technology necessary to make sure that music is in place for more than half a century.



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Exceeding Expectations

NSM was initially founded by Nack, Schulze, and Menke in Germany in the fifties to produce American-style jukeboxes. The story hardly stopped as the jukebox industry adjusted to a slightly more digital world. In fact, the company only began to further expand when their hybrid vinyl 45 RPM Single/CD Model was released. During the CD era, NSM Music launched more than fifty different jukebox models over twenty years.

As the world went digital, the company became unstoppable. NSM was one of the first to obtain a PPL license, effectively owning more than 250,000 tracks, a level of flexibility few others in the market have had.

"We have more than sixty years of industry experience, and even while the industry was experiencing change after change, we managed to innovate continually to meet the needs of our clients," said Tony Lantz, V.P., Operations.

Building the Next Generation

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"Our latest series, the Icon, was designed from our customers' own wish lists, and over the last five years, the [Icon 2](#), the Fusion, and the [Icon Lite](#) have all seen some real success. The current range of products owes its appeal to the state of the art technology and aesthetics in keeping with the latest trends in technology and manufacturing," said Gurbakhash Sanghera, President.

NSM will continue to be a leading supplier and designer of quality digital music products, no matter what happens next in the world of music.

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