

## Time Warner Center New York, New York

Project: Digital Signage and Broadcast Distribution  
Contract Value: \$3,200,000.00



Diversified Systems was contracted to design and implement a hybrid system with store and forward as well as live video production elements dynamically interfaced into a retail signage system. The Shops @ Time Warner Center is four floors of retail space and is a destination property as one of the largest and most exclusive shopping spaces in New York City.

The property has various styles and sizes of display products incorporated into the design of the space in custom kiosks and hanging devices. Visitors are immediately exposed to the electronic ambiance of the space as they enter the great hall from

Columbus Circle and are greeted by six 60 inch plasma displays in a specially constructed stainless steel housing playing synchronized content.

All content is controlled from a network operations center located in the building and designed by Diversified as the hub for managing all the advertising and branding material on all displays. From this location all live content being shot during special events can be routed as well and fiber links give the facility the immediate ability to send these signals to uplink facilities for broadcast to the world.

### Special Points of Interest

- Six 60 inch plasma displays greet customers as they walk in from Columbus Circle.
- Various styles and sizes of displays incorporate graphics, information, and live video feeds.
- All content is controlled from a central hub linked via fiber.

