



## COX COMMUNICATIONS CHOOSES NANOLUMENS SOLUTIONS TIME AND AGAIN FOR THEIR VISUALIZATION AND DIGITAL DISPLAY MANAGEMENT

As the third-largest cable television provider in the United States, Cox Communications is continuing to grow their portfolio with Cox Hospitality. A privately owned subsidiary that manages the large venues' telecommunications, internet, video, and digital display networks, Cox Hospitality was recently awarded the contract for communications at the Las Vegas Convention Center and were looking for a platform to manage the existing digital display network consisting of 10 display sites with varying display configurations and resolutions.

In addition to taking over the existing display network for one of the world's busiest convention centers, Cox Communications was also updating their main lobby and executive conference room in their Atlanta headquarters. In both instances, Cox Communications chose NanoLumens for their visualization solution needs.

## EXECUTIVE SUMMARY

For the LVCC, where the display network is used for looping LVCVA video spots and advertorial marketing assets for shows, the initial task was to replace the current Content Management Systems (CMS) solution with a cloud-based solution that can play scheduled content. However, Cox was looking for a platform that could easily expand to other services such as display control, audience measurement, live video feeds and custom content. After narrowing the field to two solutions Cox performed a two-week demo shoot-out and awarded NanoLumens the contract.

NanoLumens provided 10 AWARE™ devices along with custom feature development for the 2017 event year. The solution, installed in December of 2016, was implemented just in time for the Consumer Electronics Show (CES) which draws over 180,000 in total attendance on an annual basis. Cox Hospitality was excited about the expandability of the platform and are already discussing ways to automate and expand the solution.

In addition to the AWARE™ rollout for Cox Hospitality, NanoLumens was also chosen for an executive boardroom update for the Atlanta-based headquarters where dated rear projection technology was being removed.

For the creation of a corporate museum, incorporating the deep history of the Cox lineage, NanoLumens provided five 2.5MM pixel pitch columns displays with content created by Second Story. Through the utilization of beacon technology, the interactive columns welcome employees and guests alike to an interactive museum displaying the rich heritage and future visions of Cox Communications.

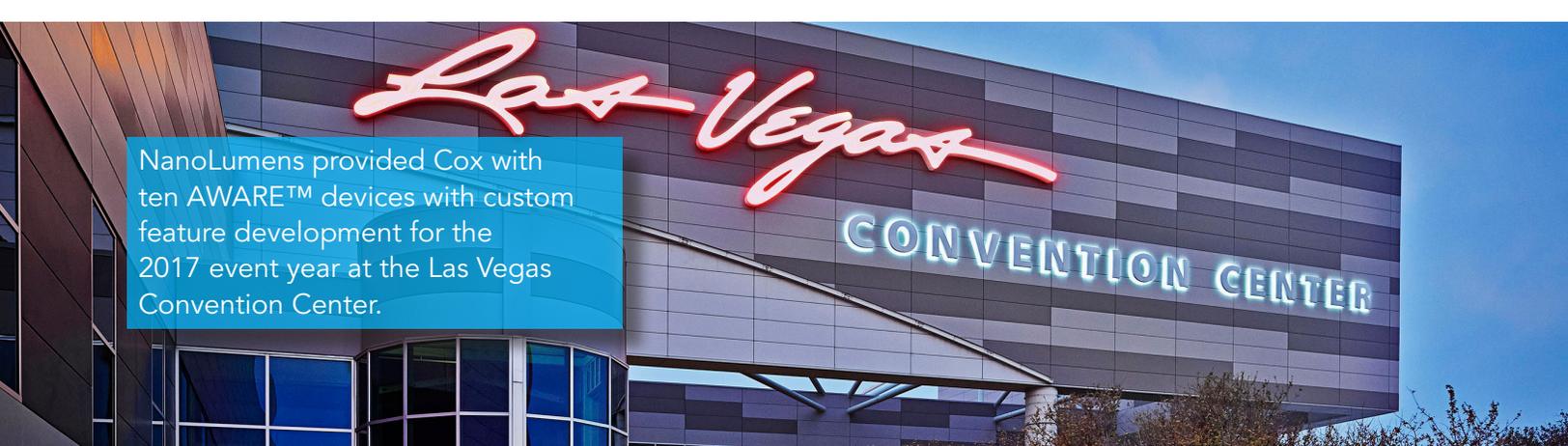


Without disruption to the boardroom wall, millwork or doors, a NanoLumens ENGAGE Series™ true HD 1080P display was chosen for its 1920 X 1080 pixel count and complete translation from computer to display.

Through the removal of dated rear projection technology and the best-in-class visuals that LED technology provides, Cox Communications not only gained more square footage in their executive floorplan but are now able to take advantage of fantastic views and picturesque windows in their executive boardroom and global headquarters.

## THE CUSTOMER

Cox Hospitality Network is a subsidiary of Cox Communications Business, a multi-billion dollar, American, privately owned subsidiary of Cox Communications and Cox Enterprises, providing digital cable television, telecommunications and automation services in the United States. Cox Hospitality Network manages telecommunications, internet, video, and digital display networks nationwide for large venues such as hotels, entertainment facilities, and convention centers. Currently Cox Hospitality Networks account for 95% of the independently managed network services in Las Vegas.

A photograph of the exterior of the Las Vegas Convention Center. The building has a modern, metallic facade. A large, illuminated neon sign in the shape of the word "Las Vegas" is mounted on the wall. Below it, the words "CONVENTION CENTER" are displayed in a smaller, illuminated font. A blue text box is overlaid on the left side of the image.

NanoLumens provided Cox with ten AWARE™ devices with custom feature development for the 2017 event year at the Las Vegas Convention Center.

CONVENTION CENTER

## THE TECHNOLOGY

To manage the new network consisting of multiple display sites and varying display configurations, Cox Hospitality chose the NanoLumens AWARE™ platform. AWARE™ is a hardware based, software-as-a-service (SaaS) display management ecosystem that gives an unparalleled advantage in the digital world. It combines display diagnostics and support functions with content management services and a robust audience measurement platform giving a complete view to effectively communicate with the audience. AWARE's ability to integrate, augment and enhance incumbent 3rd party solutions, interactive content, live video feeds, and advanced sensors means the displays will remain as effective tomorrow as they are today.

Designed by Gallagher, installed by Electrosonic and content provided by Second Story, NanoLumens 2.5MM pixel pitch ENGAGE Series™ displays were utilized for the five-column displays in the Cox Communications museum. Measuring 11' tall by 1.5' wide, the ENGAGE Series™ displays are eco-friendly, versatile and provide the best and brightest in Narrow Pixel Pitch displays.

For the executive boardroom solution, Cox Communications chose a 146" diagonal measured 1.6 mm pixel pitch display that measures 10.6' wide by 5.99' tall. With a natural 1920 x 1080 resolution, the display is true high definition and makes the computer to display translation a breeze so Power Points and presentations will never look better.



## ABOUT NANOLUMENS

Headquartered in Atlanta, Georgia, NanoLumens partners with clients to create uniquely compelling, interactive LED visualization solutions that take the guess work out of owning a display network. As the fastest growing visualization company in the US, our experiential LED displays exceed the imaginations of global clients in retail, transportation, corporate, gaming, higher education, sports and arenas, and houses of worship. Through world-class proprietary technology, NanoLumens displays are ultra-thin and lightweight, energy efficient and available in any size, shape or curvature. NanoLumens solutions are proudly designed and assembled in the United States of America and come backed by an industry-leading six-year warranty.

For more information, visit: [www.NanoLumens.com](http://www.NanoLumens.com)

