



## REACHING THE MASSES: PENN STATION INCREASES REVENUE FOR ADVERTISING WHILE INFORMING COMMUTERS

From early in the morning to late at night, Penn Station is bustling with more than 300,000 daily commuters and visitors, generating thousands of touchpoints for advertisers. Penn

Station recognized that they had a great opportunity to engage commuters with a double-sided digital display solution that delivers both advertising and travel information.

However, Outfront Media, (the North American arm of the former CBS Outdoor), needed a partner that would make the installation seamless with little to no disruption to the Station's operations. The display that the train station envisioned would capture even the busiest commuter's attention.

## THE CHALLENGE

In order to meet all installation requirements, the digital advertising surface needed to be elevated, brilliant, and yet not obstruct the flow of pedestrian traffic. This meant the solution had to be suspended from the ceiling. For a traditional projection system, tiled video wall, or plasma solution, this was going to require that there be an invasive retrofitting of the support structure for the ceiling.

Both Outfront and MTA agreed this was not a solution because of the disruption to commuter traffic and expense of retrofitting the ceiling to support the additional weight load. Outfront went to the market and asked for lightweight, vibrant and dependable digital delivery system to run advertising that could be implemented without the need for additional structural reinforcements. The Metropolitan Transportation Authority (MTA) acknowledged that NanoLumens' expertise with addressing the challenges was unique within the surveyed companies, plus their 6-Year warranty made them the ideal partner.

## THE SOLUTION

Advertisers won't find a more captivating display solution than the Nixel Series® display that hangs directly over commuters' heads as they travel through the Long Island Railroad corridor of Penn Station in New York City. The 4.5" thick, double-sided 145" Nixel Series LED display uses NanoLumens' 4mm Nixel Series technology to deliver bright, crisp, clear images and video on a display that is seamless and bezel-free, making it one of the most powerful messaging platforms in Penn Station. The completed double-sided SMD LED solution weighs in at under 700 lbs, and with the purpose-engineered suspension system developed by NanoLumens' engineers, the display can be hung with negligible impact on the support beams within the ceiling.

## THE RESULTS

Since Penn Station's installation, the display has continued to operate flawlessly, delivering advertising for Outfront Media's customers and to the commuters of the LIR line with only periodic scheduled maintenance cleaning required.





Utilizing a 4.5" thick, double-sided 145" Nixel Series LED display, Penn Station is able to engage commuters traveling in either direction. The light-weight display allowed installation to occur with minimal disruption and without retrofitting the high traffic, train station.

## ABOUT OUTFRONT MEDIA

OUTFRONT Media Inc. (NYSE: OUT) is one of the largest out-of-home media companies in North America. From Sunset Boulevard to Times Square, our diverse portfolio includes more than 400,000 digital and static displays, which are primarily located in the most iconic and high-traffic locations throughout the 25 largest markets in the U.S. We are also the advertising partner of choice for major municipal transit systems, reaching millions of commuters daily in the largest U.S. cities. The scope and depth of our presence provides advertisers with the ability to engage with both mass and targeted audiences at many touchpoints throughout the day. Our focus on customers has informed many new platforms including OUTFRONT Insiders, a community of consumers that provide feedback on topics relevant to our advertisers, and OUTFRONT Studios, which is our in-house creative boutique. OUTFRONT Media has displays in over 150 markets across the U.S. and Canada. For more information, visit [www.outfrontmedia.com](http://www.outfrontmedia.com).

## 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).

