

S|N|A Installs Large LED Video Displays in Times Square

Written by Australian Business



(PRLEAP.COM) NEW YORK, NY — S|N|A installed four large LED video displays at 1515 Broadway in the heart of the bow tie in Times Square. The iconic high-resolution displays employ a tight pixel pitch of 10 mm. There are more than four million pixels and over 4,400 square feet of LED signage across all four displays.

The displays, which project to all areas of Times Square, allow for extremely long viewing distances along Broadway and 7th Avenue. Currently, CBS Outdoor manages the display's advertising schedule, a large portion of which is dedicated to Lexus and Viacom.

Well known as the location of the MTV studios, the LED signs at 1515 Broadway are at the intersections of 44th and Broadway and 45th and Broadway and run along 7th Avenue.

At each intersection, there is one main display which is used for advertising and one return display used to display information for the Minskoff Theatre, which currently advertises The Lion King production. The main screens of the Times Square LED displays are 47'11" high x 38'6" wide, and each return is 47'11" high x 7'10" wide. The displays were designed to have a custom corner with one of the smallest seams in Times Square.

The custom return modules were designed and manufactured to minimize any seam that might occur at the tight radius required by the customer," according to Dennis Hickey, managing director for S|N|A. "We worked with North Shore Neon Sign Company to install these custom modules in a way that defined minimal separation of the space between the two displays."

The LED video displays utilize surface-mount device (SMD) LED technology for wider viewing angles and better contrast than typical discrete LED displays.

For photos and videos of the LED spectacular at 1515 Broadway, please visit www.snallc.com/projects/1515-broadway

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www.snallc.com

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S|N|A, LLC is a turn-key provider of LED digital displays and lighting solutions. S|N|A has managed, fabricated, implemented and installed some of the U.S.'s largest spectacular signs while offering its clients a single source for both indoor and outdoor lighting, text, graphic, and video products. S|N|A relies on more than 300 engineers dedicated to research and development and utilizes one million square feet of space for manufacturing, administrative support and customer service. Sansi has offices throughout North America, including its corporate headquarters in Ballston Lake, NY, satellite offices in New York City, Dallas, Austin, Columbus and Knoxville. For more information about S|N|A call 800.521.4815. You can also follow us on Facebook, Twitter, LinkedIn and Google+.