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Project

MARRIOTT MARQUIS – TIMES SQUARE

Project Overview

Creating a truly iconic display in Times Square started with the concept of making the display “the wallpaper of the building.” The design required the development of a custom shader/louver so that the tall display could be seen in its entirety by pedestrians standing on the sidewalk directly in front of the massive display.



SPECIAL FEATURES

This is a complete turnkey project with system design, display product, content management system, installation, and service all provided by Mitsubishi Electric. Undertaking a project of this magnitude in a busy intersection in Times Square required exceptional coordination with local authorities, installers, and the customer, but all was completed on-schedule and in time for a spectacular unveiling. The display resolution was so large that it required Mitsubishi Electric to supply a content management system that had never been done before in Times Square. After installation, Mitsubishi Electric provided 24/7 remote monitoring and on-site service to ensure optimal performance.

PRODUCT INFORMATION

- Size: 77.69' (H) X 329.66' (W)
- Resolution: 2,368 x 10,368
- Pixel Pitch: 10mm
- Project uses true pixel pitch SMD (surface mount) technology to ensure image clarity and avoid unwanted color shift
- Utilizes a custom louver/shader designed by Mitsubishi Electric to meet the customer's extreme viewing angle requirements



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