

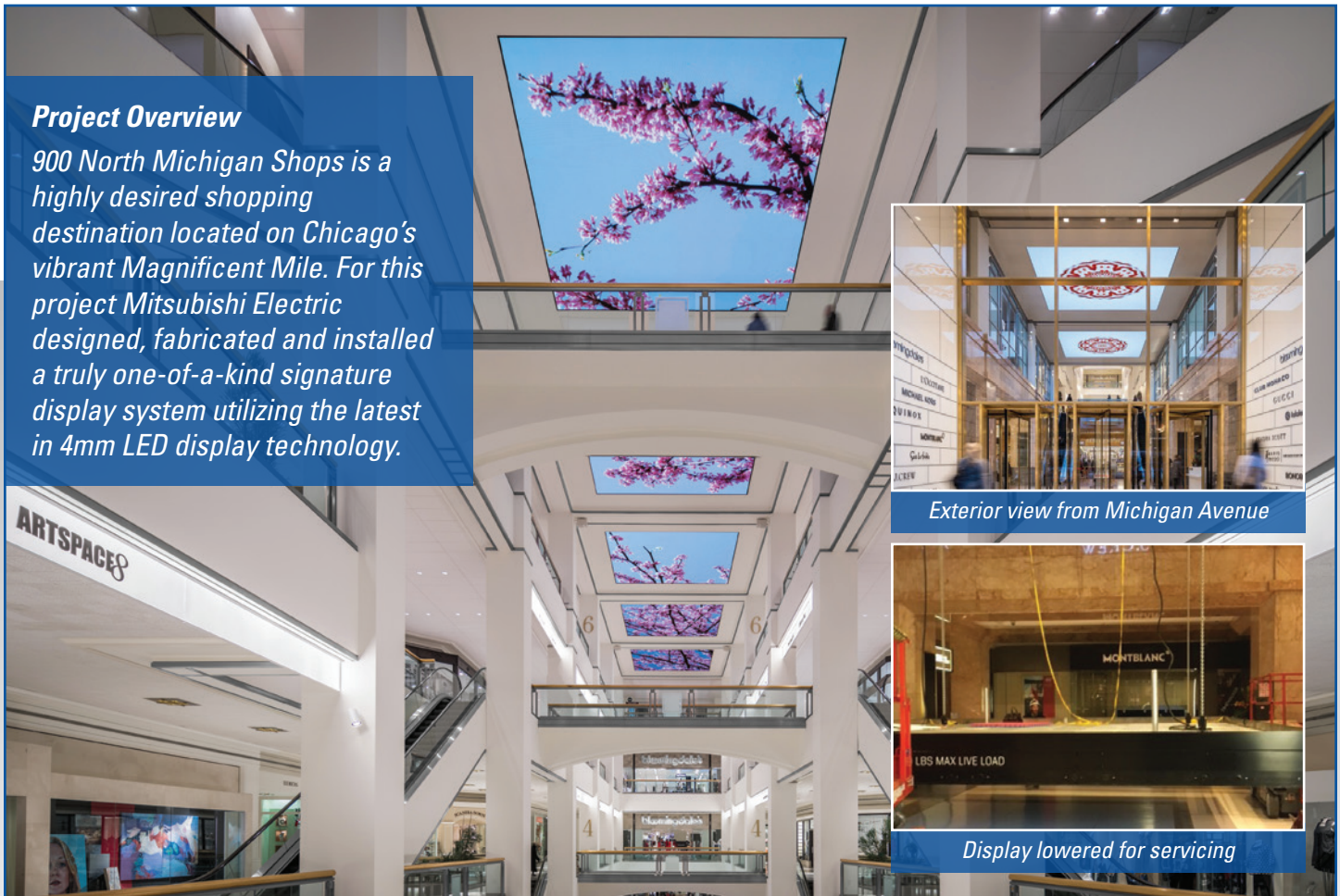
# WE BRING YOUR VISION TO LIFE

Project

## 900 NORTH MICHIGAN SHOPS

### Project Overview

900 North Michigan Shops is a highly desired shopping destination located on Chicago's vibrant Magnificent Mile. For this project Mitsubishi Electric designed, fabricated and installed a truly one-of-a-kind signature display system utilizing the latest in 4mm LED display technology.



Exterior view from Michigan Avenue

Display lowered for servicing

### SPECIAL FEATURES

The displays are located 85' above floor level, and the existing ceiling would not allow for rear service access due to depth limitations in the ceiling cavity. Mitsubishi Electric engineered and installed a high-precision custom hoist system and service process to address these site conditions. The high-precision hoist system allows for the operation of the hoist system while maintaining a perfect 1" opening around all four sides of the display. The 1" opening supplies needed airflow while providing an esthetic visual trim.

### PRODUCT INFORMATION

- 4.00mm pixel pitch LED displays
- The finest Multi-Color LEDs sourced from a single bin to provide the highest level of uniformity possible
- (9 qty.) 19.32' x 19.32' displays  
1,472 x 1,472 pixel resolution each
- (1 qty.) 19.32' x 10.08' display  
1,472 x 768 pixel resolution



**MITSUBISHI ELECTRIC  
POWER PRODUCTS, INC.**  
530 Keystone Drive  
Warrendale, PA 15086  
Phone: 724.772.2555  
www.diamond-vision.com



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