



Product
Planar TVF Series

LED Video Wall Highlights Amenity Space at One Liberty Plaza

Location
New York, NY

One Liberty Plaza

Industry
Corporate

Formerly the U.S. Steel Building, One Liberty Plaza is a 54-story office skyscraper in Lower Manhattan, New York City that is owned and operated by Brookfield Office Properties. The LEED Gold Certified building houses a mix of tenants including law firms, public agencies and not-for-profit organizations.

Application
Digital Signage

Partner
Convene,
Adtech Systems

In 2018, the owner partnered with hospitality-focused and flexible workplace provider Convene, which works with property owners to transform commercial real estate into best-in-class amenities, workspaces and meeting and event spaces. Following the agreement, Convene led a renovation to develop a reimagined concept of the building's ground, mezzanine, second and third floors. The new ground level features a public café and coffee shop. The mezzanine and second floors are fitted with full-service meeting and event spaces and the third floor includes nearly 45,000 square feet of flexible office space.



Convene provides a proprietary technology platform with its design and service offerings, which includes a core inclusion dedicated to digital signage. “We recognize the importance of digital signage to amenity and event spaces, including the benefits related to branding, revenue generation and ROI,” said Michael Judeh, Convene director of AV technology.

LCD display technology was originally proposed with the One Liberty Plaza makeover. However, Convene’s AV technology partner, Adtech Systems, felt that the planned solution was underwhelming considering the prestige of the building and location.

“One Liberty Plaza is a high-profile property and it really needed a design element that matched its status,” said Jim Ares, systems designer and senior account executive with Adtech Systems. “We approached Convene about the advantages of upgrading to LED in terms of serviceability, functionality, video processing and impact.”

Adtech Systems presented a revised display technology design featuring LED that Convene’s leadership team approved, resulting in the installation of a nearly 8-foot-wide, 16-foot-high Planar® TVF Series LED video wall with a 1.2mm pixel pitch (TVF1.2) in a 4x14 configuration.

Boosting the appeal of property amenities

Deployed in the main arrival area on the second floor as a high-end design element and digital signage solution, the Planar TVF Series video wall is used to support client engagements and highlight upcoming events. Exhibitors can use the LED video wall to display agendas, marketing and sponsorship slides, or corporate information and logos.

The Planar TVF Series LED video wall increases the ability of the property owner to attract top level tenants and raises the value of the mezzanine and second floors as event and meeting spaces, according to Judeh. “It brings a ‘wow’ moment to the arrival experience and provides a fantastic benefit to our customers,” he said.



“The LED installation is also a huge marketing tool for us—it highlights our investment in technology including our commitment to designing spaces that are cutting-edge.”

The stackable design of the Planar TVF Series allowed Adtech Systems to maximize the space and angles that were available to work with, according to Ares. “The Planar solution is very customizable—we put it together like a jigsaw puzzle to achieve the desired outcome,” he said. “The completed installation sets the scene for the new lobby environment—when people enter, they know it’s a special location with special attention to the designed technology.”

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— **Michael Judeh,**
Director of AV Technology,
Convене

About the Planar TVF Series

The Planar TVF Series is a family of fine pitch LED video wall displays with a 16:9 aspect ratio that allows every pixel pitch to exactly achieve popular resolutions including Full HD and 4K. Featuring front serviceability and a creative stackable design, Planar TVF Series video walls are assembled like building blocks, eliminating cabinet-to-cabinet cabling and reducing the complexity of installation and vertical alignment. With a profile of less than three inches, the Planar TVF Series reduces the overall footprint and servicing space that is required. This makes the video walls easier to fit in more spaces compared to other LED video wall solutions.