



Case Study: Grand Central Terminal

Open since 1913, Grand Central Terminal is the largest, and according to the BBC, the "loveliest" railroad station in the world. More than 21 million tourist visit the station each year and it is one of the busiest terminals in New York City.

Challenges

- Replace outdated magnetic flip digits and free standing Vitrines with an innovative and interactive signage solution that was aesthetically in line with the historical landmark.
- Provide terminal retail shops and restaurants a platform to advertise, engage consumers, and provide them with wayfinding to make it easier to reach their destination.
- Need to support emergency messaging.
- Provide a platform to allow cross advertising between Grand Central and other company managed properties.
- Simple and robust interface to allow for administration by non-technical users across multiple companies (JLL and Metro North Railroad), locations and job functions.
- Required a reliable system that could run 24/7 and provide visitors accurate, up to date information.



Solution

- Two types of freestanding enclosures were custom fabricated just for Grand Central Terminal to ensure the historical aesthetic. The first featured two 46" portrait touchscreens configured as a monolith. The second was a 55" portrait touchscreen above a 32" landscape touchscreen. There were also window vitrine versions fabricated that consisted of 55" landscape touchscreens and were installed in storefront windows.
- SpinetiX HMP200 media players were connected to the touchscreens that enable wayfinding and day planning for customers. Displays throughout the terminal can be synchronized or individually controlled through playlists in Elementi.
- Elementi software enables playlist updates from almost anywhere, and role-based access makes it easy to administer across multiple companies, locations and roles.
- The Elementi software allows for manipulation of the duration and frequency of different media, ensuring customers see the most relevant information, while providing a range of advertising options for terminal businesses.

Results

- Flexibility of playlists, up to date information and advertisements, along with way finding provide a more engaging and valuable service to customers.
- JLL is now able to offer more impactful advertising for the businesses in the terminal and for their own events.
- Emergency information can be updated and displayed quickly.
- Simple template-based content creation has allowed Metro North Railroad and JLL employees to update the system quickly and efficiently.

System Integrator: VideoSonic Systems

VideoSonic Systems, Inc. (VSS) was formed in 1981 and has provided unique technological solutions to the educational, corporate, exhibition, tradeshow, retail and broadcast industries for over 30 years.

Key Technologies:

- SpinetiX HPM200
- Elementi