



## Versace

### New York, New York

For New York's 2010 Fashion Week you either go big or go home. Versace went BIG - filling both of their Fifth Avenue storefront windows with 10' tall by 4' wide HD Video Walls that acted as the backdrop for live models wearing this season's hottest looks. On Fashion's Night Out (Friday, September 10th), the sidewalks were packed with enthralled fashion lovers vying to see this stunning display in the windows of the Versace Fifth Avenue boutique. The rich vivid colors of the MicroTile's™ illuminated the evening skies and complimented the Versace designs. There is no question that the Versace Fifth Avenue storefront is the perfect combination of technology, entertainment and fashion – Fashiontainment at its best!

Knowing the excitement and the vibe of the crowd that Fashion Week attracts, McCann Systems AV experts suggested using Christie MicroTiles™ in place of ordinary flat panels, originally requested by the client. McCann felt this vivid new MicroTiles™ technology would make a much greater visual impact.

Christie MicroTiles™ offer superior image quality and a much wider color palette. They can be easily configured and incorporated to fit within the physical constraints of any environment making them a perfect fit for this project.

McCann Systems created a full size mock-up in their Edison NJ fabrication facility. Upon approval, McCann Systems expertly built a custom 30-screen tower in each of Versace's Fifth Avenue storefront windows; three tiles wide by ten tiles high. This jaw-dropping Video Wall configuration stood ten feet tall by four feet wide. Since Christie MicroTiles™ are a new product; they required a custom mounting solution as well as custom facades to surround the screens. Being an innovative design-build audio visual integrator, McCann Systems skillfully designed and fabricated custom brackets and mounts specifically for this event.

On Fashion's Night Out (Friday, September 10th), Versace staged live models in their storefront windows while video – a Versace runway show – splashed across the towering MicroTiles™ video backdrop...the result was spectacular! This custom AV design and installation will be on display at Versace Fifth Avenue for the entire duration of New York Fashion Week: September 9th through the 16th. McCann systems worked in conjunction with Christie Digital to execute this amazing Audio Visual installation.

