

McCann Systems

AUDIO VISUAL SYSTEMS DESIGN AND INTEGRATION



Mall at Bay Plaza | Bronx, New York

A new shopping experience where life meets style, The Mall at Bay Plaza, located in the Bronx, is the New York City area's first enclosed shopping mall to open in the past 40 years. McCann Systems was engaged to design and install the digital signage, the way-finding displays, and the audio systems for the expansive 1.3 million square foot mall.

The main entry is flanked with back-to-back, ceiling mounted 70" LCD displays, immediately grabbing the shoppers' attention. The high-definition digital signage content and promotional clips are transmitted to the displays via network based players and scheduling systems. These revenue generating digital signage displays are located throughout all three floors of the mall.

The main corridor features a vivid 4' x 18' 4mm LED display. The massive digital canvas is a platform for mall events, special events, and other promotional uses. With the ability to be seen by shoppers from all floors of the mall it serves as a central signage marquee. As you enter the food court on the third floor you are greeted by an impressive halo of monitors, featuring 8 ceiling-mounted 90" LCD displays designed by

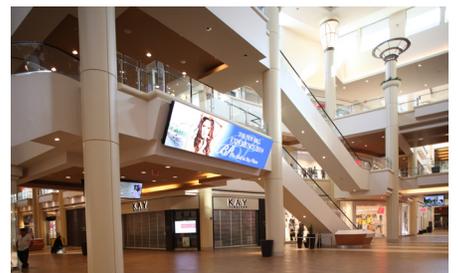
McCann Systems. This unique solution provides great sightlines from anywhere within the space. As with the other digital signage solutions, content is transmitted from a centralized network player and scheduler.

The Mall at Bay Plaza features an innovative digital kiosk directory. This wayfinding kiosk features an occupancy sensor that triggers content playback on the 65" LCD monitor. Updating store listings and locations is a simple task, done effortlessly by updating a file on the network player.

McCann Systems also designed a background audio system for both the interior and exterior of the mall. Each zone of the audio system works independently to avoid audio reflection and echo throughout the expansive space and parking areas.

The Mall is also equipped with a portable audiovisual system for live events, such as fashion shows and holiday programs. The portable system transmits event content to the Mall's main digital signage and audio systems for broader audiences.

Deploying innovative technologies, the Mall at Bay Plaza provides an immersive digital signage experience for shoppers.



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