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SapientNitro's Second Story Helps Vornado Realty Trust Launch Largest Interactive Advertising Display in the World

Dynamic LED screen will transform media landscape with enhanced audience engagement and interactivity

NEW YORK--(BUSINESS WIRE)-- Second Story, part of [SapientNitro](#) (NASDAQ: SAPE), today announced that it has been engaged by Vornado Realty Trust to help unveil the largest LED advertising display in the world. Installed in the heart of Times Square on the Marriott Marquis at 1535 Broadway, the interactive digital display stretches eight stories high and wraps the entire city block. The unveiling will transform the media landscape with its interplay of art, commerce and technology that pushes the boundaries of scale and interactivity.

Second Story, in collaboration with world class digital artists, Universal Everything, produced an experience that includes a stunning, abstract graphic narrative broadcast for the screen, through over 23 million pixels, ten thousand times standard high-definition. Selected participants at an exclusive pre-launch event this evening will co-create an abstract film that will be revealed on the display at launch to demonstrate the screen's interactive capabilities. The screen will be unveiled to the world at 7:30PM EST and will ultimately serve as a media space for retail and other commercial advertisers.

"This groundbreaking display pushes the boundaries of storytelling for brands and redefines what's possible in creating digital experiences for consumers in physical spaces," said Donald Chesnut, SapientNitro Chief Experience Officer. "The exhibit will enable audiences to experience media that is both gorgeous and fun, and allows tonight's participants to be co-creators of content at a breathtaking scale."

The first-of-its-kind screen gives brands the ability to engage with audiences in entirely new ways. The interactive technology enables a variety of participatory experiences that blend the physical and digital, including the ability for pedestrians to use their mobile devices to influence and select the content that appears on the screen.

"The potential for on-site interactivity creates unprecedented outdoor opportunities for brands to engage viewers," said Chris Cobb, Second Story Creative Director. "The capabilities of the display represent the next frontier for creating immersive experiences that allow always-on consumers and audiences to customize the brand content they want to interact with, in real-time."

About Second Story

Second Story, part of SapientNitro, is a network of innovation labs pioneering new interactive experiences and pushing the boundaries of storytelling for brands and institutions across digital channels—web, mobile, and installations—to empower audiences to connect and share.

Second Story designers collaborate with technologists to explore emerging technologies—such as facial recognition, gestural motion, interactive mapping and sensor technologies—and how they can be used to create innovative consumer experiences. The aim is to enhance, evolve, and expand interactive experiences that reward audience interaction with powerful, personalized pathways through content and the world of ideas.

Second Story's work has been recognized in every major interactive design competition and received hundreds of awards, including the One Show, South by Southwest and Sundance, and is included in the Smithsonian's permanent research collection on information technology. For more information, visit secondstory.com.

About SapientNitro

SapientNitroSM, part of Sapient® (NASDAQ: SAPE), is a new breed of agency redefining storytelling for an always-on world. We're changing the way our clients engage today's connected consumers by uniquely creating integrated, immersive stories across brand communications, digital engagement, and omni-channel commerce. We call it Storyscaping, where art and imagination meet the power and scale of systems thinking. SapientNitro's unique combination of creative, brand and technology expertise results in one global team collaborating across disciplines, perspectives and continents to create game-changing success for our Global 1000 clients, such as Chrysler, Citi, The Coca-Cola Company, Lufthansa, Target, and Vodafone, in 31 cities across The Americas, Europe and Asia-Pacific. For more information, visit www.sapientnitro.com.

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