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Contact: Mac Daniel
617-954-2430

Video of Media Tower: <http://youtu.be/XeKvLkASBx0>
Photos of Media Tower & Video Wall: See attachments on email

Boston Convention & Exhibition Center Leads Industry with Debut of Digital Media Tower and Indoor Video Wall

BOSTON – The Boston Convention & Exhibition Center on Sept. 16 celebrated the debut of its new digital outdoor Media Tower and indoor Video Wall, the first of their kind in the convention and meeting industry. Both displays are expected to become the new standard for how convention centers welcome events and use digital technology to bolster their role in the cities they serve.

“Keeping with our commitment to run the most technologically-innovative convention centers in the world, we have flipped the switch on our state-of-the-art North Lobby Video Wall and street-level Media Tower at the Boston Convention & Exhibition Center,” said James E. Rooney, executive director of the Massachusetts Convention Center Authority. “These unique digital displays will give your guests and sponsors unmatched visibility and a one-of-a-kind welcome to Boston. They will also generate new revenue for the MCCA while offering our neighbors and the city an amazing interactive icon to both watch and play.”

Located in front of the BCEC on Summer Street, the 76-foot-tall Media Tower will announce events at the BCEC to an audience of more than 100,000 pedestrians and motorists. Its primary use will be welcoming attendees upon their arrival to Boston. With more than 3,000 square feet, 16,000 electrical connections, and a whopping 2.3 million LED lights, sponsors and exhibitors are now able to give their brands life in the Boston skyline and reach a new audience in the South Boston Waterfront, Boston’s newest neighborhood.

Daktronics, the company responsible for production of both the Media Tower and the Video Wall, is the world’s largest supplier of large screen video systems and has supplied displays around the world, including exports to China. The South Dakota-based company also supplied major digital-displays in Gillette Stadium, Manchester United Football Club’s famous Old Trafford stadium, the Los Angeles

Coliseum, the Texas Rangers' Rangers Ballpark in Arlington, , and the University of Georgia's Sanford Stadium.

"The MCCA is excited to bring an immersive digital media experience unprecedented in the industry," said Steve Snyder, MCCA chief technology officer. "We have been thinking about this project for the past eight years and how to do it right. I have no doubt we've hit a home run."

The two displays will be offered as a "value-added" package for exhibitors to enhance events. When the LED screens aren't endorsing events, they will serve as a vivid medium for third-party advertising as well promoting local events and organizations.

The Video Wall, which went into operation in July, has already made a positive impression on event exhibitors greeted by the customizable 159-foot wide, 12-foot tall high-definition LED display.

"Arriving at the convention center to a vibrant screen lit up with a beautifully animated 'Welcome to Boston, Orgill' video is a welcome unlike that of any other venue," said Steve East, vice president of advertising for Orgill, Inc. "The BCEC's Video Wall is a wonderful new way to update our attendees, advertise sessions, and get creative with our messaging. It was well received and enjoyed by all at our Fall Dealer Market this year."

About the Massachusetts Convention Center Authority (MCCA)

The Massachusetts Convention Center Authority owns and oversees the operations of the Boston Convention & Exhibition Center, the John B. Hynes Veterans Memorial Convention Center, the MassMutual Center in Springfield, MA and the Boston Common Parking Garage. The BCEC and Hynes have earned a rare gold standard from the International Association of Congress Centres (AIPC), making Boston only the fourth city in North America and the 12th worldwide to have been awarded this top standard, the highest certification level a convention facility can achieve under strict AIPC guidelines.

In 2010, the MCCA hosted 239 events at the BCEC and the Hynes with 773,387 attendees, generating 585,528 hotel room nights and \$462 million in economic impact. The MCCA is currently in the midst of its Top 5 campaign to launch Boston into the top five convention destinations in North America. For more information, go to www.t5boston.com.

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Media Tower & Video Wall by the numbers

<i>Media Tower</i>	
LEDS	
Total #	1,423,872
Within the light sticks	517,824
Within the high resolution display	906,048
Light Sticks	
Total #	5,394
Length End-to-End (Feet)	8,848.43
Length End-to-End (Miles)	1.68

<i>Video Wall</i>	
LEDS	
Total #	930,816
Within the light sticks	230,400
Within the high resolution display	700,416
Light Sticks	
Total #	2,560
Length End-to-End (Feet)	3,937.01
Length End-to-End (Miles)	0.75

<i>Both Displays</i>	
LEDS	
Total #	2,354,688
Light Sticks	
Total Length End-to-End (Miles)	2.42