



ES&A Sign & Awning Co. fabricates, and installs the largest video display in the world in Times Square, New York City.





FACTS:

- 47,370 sq ft of decorative & video components
- 12 million LEDs
- 1.6 million daily impressions
- 9-11% increase in foot traffic to Walgreens

ES&A custom fabricated each cabinet, 66 in all. The average cabinet size was 9' x 30'. ES&A's state-of-the-art manufacturing facility coupled with a highly skilled work force effortlessly accommodated this project. Additionally, ES&A provided ample working space for D3, the LED manufacturers, to install and test each LED module.

Towering 341 feet above the street and wrapping around 3 sides of the building, Walgreens' digital billboard includes a 25 ft tall screen on the south side; a 341 ft long diagonal wrap rising up the east side and down the west; and a north-facing screen mounted 8 feet above the sidewalk. The digital network carries Walgreen-branded messaging and paid advertising from third-party vendors. *"It's a revenue generator, but more important, it's a brand builder,"* says Arthur Gilmore, president of Gilmore Group, the first that designed the digital video signage.

Having operated a store in New York's Times Square from the 1930s - 1970s, Walgreens was ready for a comeback. The national drugstore chain returned to the block in 2008 in modern, high-tech style.

ABOUT

Since 1965, ES&A Sign & Awning Co. has been designing, building, and installing award-winning signs and awnings. We are one of the largest manufacturers of custom signs, neon, and commercial awnings in the West. With offices in Eugene, Roseburg, Medford, and Portland, our presence easily allows us to serve Washington and Northern California. Many of our customers take us across the country for their custom design and installation needs.



Beyond our primary service areas, we provide installation and sign maintenance across the United States through our Approved Contractor Network (ACN).

We can deliver any job, on time, with exceptional work and superior customer service.

Please visit our website to see the quality and breadth of our work: www.esasigns.com

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