

NASDAQ New York, New York

Project: Lobby Display
Contract Value: \$ 450,000.00

NASDAQ®

With approximately 3200 companies traded daily, NASDAQ is the largest electronic stock market in the world. Trading common household named companies over the years as Microsoft, Intel, Apple, and eBay, NASDAQ itself has earned its place as a household name.

NASDAQ is constantly innovating and when they were looking for a one of a kind design for their corporate lobby in New York City, Diversified Systems engineers along with NASDAQ architects came up with a one of a kind digital signage projection system.

This high resolution 9 projector system combines front and rear projection techniques on curved surfaces displaying a variety of client logos and other media in NASDAQ's multistoried lobby.

To complete this innovative and unique lobby design, there is a vertical stock ticker on the central glass column, housing the building elevators. Running up the center of the lobby, two projectors cast a vertical scrolling ticker utilizing custom software.

Special Points of Interest

- *There is a total of 9 projectors throughout the lobby displaying various logos, stills, and clips.*
- *There is a seamless vertical ticker from two aligned projectors that displays up to date stock ticker information.*

