

Los Angeles California



**BC UNIT ID:** The Moxy  
**LOCATION:** Figueroa St and W Pico Blvd  
**GEOGRAPH ID:** TBD  
**SIZE:** 50' H x 300' W  
**FORMAT:** Digital, Illuminated  
**FACING:** West & South  
**LAT:** 34.0407  
**LONG:** -118.26789



**DESTINATION DESCRIPTION**

Directly across from the Crypto.com Arena (formerly the STAPLES Center) and the Los Angeles Convention Center, Branded Cities' impactful full-motion digital and spectacular signage at The Moxy Hotel is the first that audiences see as they enter Downtown Los Angeles from the heavily trafficked I-10 and I-110 Freeways. Unlike other digital out-of-home units in direct proximity that have category exclusions due to existing Crypto.com partnerships, this large-format and full-motion video display is free of any advertising restrictions.