

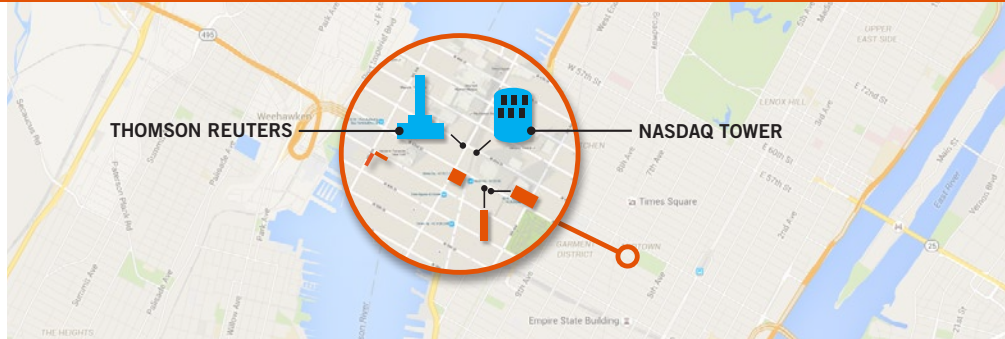
TS2 Live Feed

BRANDED CITIES

NASDAQ + THOMSON REUTERS COMBO | 7 SCREENS

DIGITAL SPEC SHEET

BC UNIT ID: TS2
LOCATION: 7TH AVE & 43RD ST
SIZE: 17,575sf
FORMAT: DIGITAL, ILLUMINATED
FACING: NE
LAT: 40.756660
LONG: -73.986701



CONNECTION METHODS

BROADCAST VIDEO: REMOTE EVENT

Events that are not "in the square" can be broadcast to both Nasdaq & Thomson Reuters signs. The HD Signal (1080p HD-SDI) must be accessible via Satellite or thru a fiber company (i.e Encompass, The Switch, etc.). The fiber company route has 3 methods of access: Reaching Out, Current Loop, and Pool Feed. Depending on the chosen (or needed) method the costs and manpower can vary.

BROADCAST VIDEO: IN THE SQUARE EVENT

Events that are taking place in the square can be fed to our signs LIVE via a camera crew and connecting microwave transmitter. To use this method the event needs to be in line-of-sight of the Thomson Reuters studio window (Military Island on South Bowtie is optimal location). The client's event team can use their equipment to control visuals to the sign or we can provide a crew.

DOWNLOAD TEMPLATES HERE:

PHOTOSHOP | AFTER EFFECTS + TUTORIAL

FILE DELIVERY INSTRUCTIONS

UPLOAD TO BRANDED CITIES SHAREFILE:

<https://brandedcities.sharefile.com/r/r439be7ba7204f4cb>

FOR QUESTIONS, PLEASE CONTACT:

programming@brandedcities.com

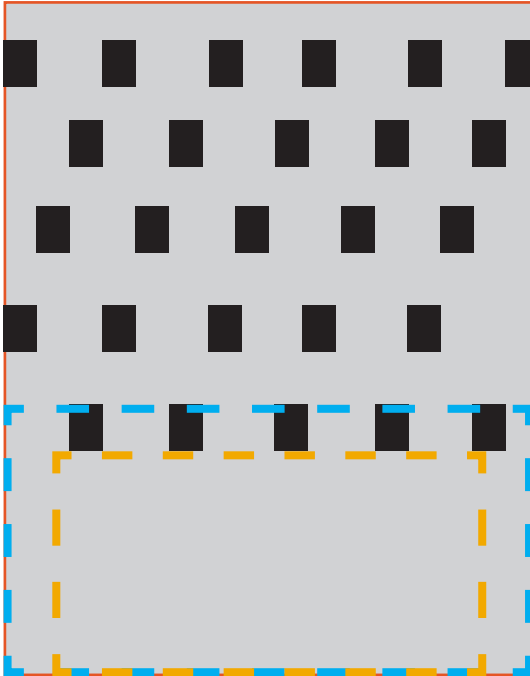
PH 602.224.3132

TS2 LIVE FEED

NEW YORK, NY.

NASDAQ TOWER/THOMSON REUTERS COMBO

NASDAQ TOWER



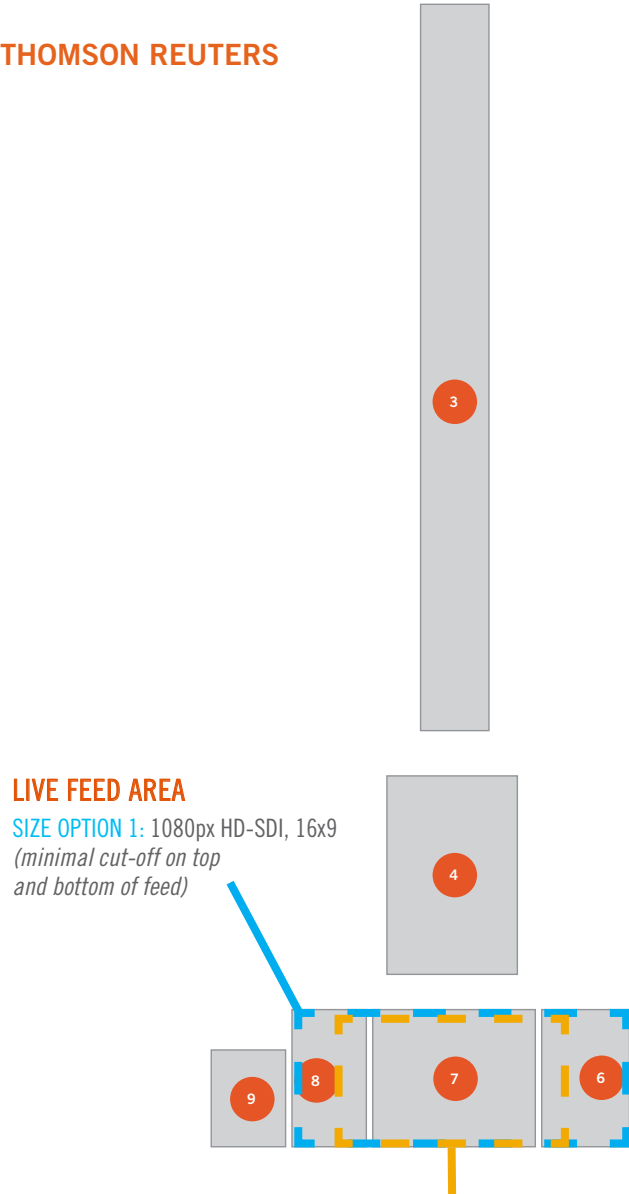
LIVE FEED AREA

SIZE OPTION 1: 1080px HD-SDI, 16x9,
1030px H x 1832p W

LIVE FEED AREA

SIZE OPTION 2: 1080px HD-SDI, 16x9,
612px H x 1088p W

THOMSON REUTERS



LIVE FEED AREA

SIZE OPTION 1: 1080px HD-SDI, 16x9
*(minimal cut-off on top
and bottom of feed)*

LIVE FEED AREA

SIZE OPTION 2: 1080px HD-SDI, 16x9
*(no cut-off; black fills remainder of
screens 6 & 8)*

CLICK TO DOWNLOAD TEMPLATES HERE: [PHOTOSHOP](#) | [AFTER EFFECTS + TUTORIAL](#)

DELIVERABLE FILES CAN BE UPLOADED TO THE BRANDED CITIES SHAREFILE: <https://brandedcities.sharefile.com/r/r439be7ba7204f4cb>

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