



WORLD WIDE WEAVE

Mediamesh[®] provides a great view of Times Square

To paraphrase Sinatra: If you can make it there, you'll make it anywhere

It is the epitome of modern life and synonymous with New York: Times Square. Illuminated billboards, theaters and restaurants draw more than 350,000 people to the most famous intersection in the world every day. The place where Broadway crosses 42nd Street is a spectacular meeting point for tourists and locals alike. The 5-star hotel Crowne Plaza Times Square has a prominent place along the magical mile of Manhattan. For more than 50 years its exclusive location has made it a popular site for conferences as well as a place to retreat. To successfully continue this grand tradition, the aging hotel was completely renovated under the guidance of the renowned New York firm Gensler Architecture. The central goal of the architects was to create a calm contrast inside to the whirl of activity outside, while allowing observation of the vibrant square from a safe distance. Mediamesh[®], with its semi-transparent shell made of stainless steel mesh and integrated LED profiles, offers an unhindered view from the hotel lobby – the perfect complement to the concept. With the press of a button, the delicate veil becomes a huge, transparent TV screen, contributing its brilliant, high-resolution videos and advertisements to the colorful concert of billboards outside, day and night. This first transparent media facade on Times Square has revolutionized illuminated advertising along this pulsating artery: Until now, the rooms behind such a screen became less desirable due to lack of light and view. Thanks to the optical permeability of Mediamesh[®], the problem becomes ancient history.



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Transparent display

Many buildings along Times Square lack the coveted view of the street. The facades and thus the use of buildings as office space have become the victims of the desirability of the prime advertising location. The solid billboards cover several stories or even whole buildings, obstructing the view. The consequence is that the rooms behind are completely dark, making them suitable only for storage or as engineering rooms. Daylight or illuminated ads – those were the alternatives faced by many building owners. People who chose to have well lit rooms and use the space as intended had to forgo profitable advertising fees. **Mediamesh**[®] now makes both alternatives possible – as the Crowne Plaza has impressively proven.

Attractive from the front and the back

The innovative system not only fulfills the high demands of the architects regarding utilization, it also offers quite a few advantages. The character of the hotel's glass facade is maintained, because the transparent stainless steel mesh merges with the architecture. Despite the visual transparency of 54%, offering an unhindered view of the lively activity in Times Square, the screen prevents passersby from looking into the lobby. From inside the building, the images, graphics and films created by the LED profiles integrated into the mesh are barely discernible, because the LED profiles are open only to the outside. But viewed from the street, the brilliant colors and playback fulfill the most stringent demands. And the nearly invisible cables and integrated electronic elements make the back of the woven media facade attractive, too. Pleasing aesthetics from both sides along with high functionality were decisive criteria to the planners in choosing **Mediamesh**[®]. With proven sun protection, the woven membrane also optimizes the climate in the foyer. Staunch resistance to rain, sun, wind and cold, zero maintenance and, of course, the low energy consumption



compared to conventional displays, mean that sustainable facility management is a given.

Brilliant images, even up close

Another advantage of **Mediamesh**[®] from the planners' point of view was that the pixel spacing could be freely chosen to achieve the desired resolution. On the front of the Crowne Plaza, three large mesh elements, 11 x 3.14 m each, were put together to form a panel that is nearly 104 square meters in size. The panel is secured at the top and bottom with rods and eye bolts. Seventy square meters of the mesh surface is made of **Mediamesh**[®] that appears to blend seamlessly with 34 square meters of GKC stainless steel mesh Tigris, forming one vast panel. Because the panel is also viewed from close up, the resolution had to be relatively high, with pixel spacing of 30 mm vertically and 42.5 mm horizontally. This enables everything that can be shown on a computer screen – animated images, video sequences, simulcasts or complicated graphics – to be presented round the clock in the highest image quality on the **Mediamesh**[®]. Since the innovative system needs fewer LEDs, the energy consumption is much less than with conventional LED displays: The system uses only one sixth as much power. After only a few months, the Crowne Plaza expressed an interest in enlarging the **Mediamesh**[®]. The motivating factor is that the advertising income is anticipated to redeem the total investment expense within one year.

Revolutionary Prospects for Times Square

Mediamesh[®] impressively demonstrated its potential as a communication platform integrated into the architecture of a building when this innovative advertising panel was launched. The astonished premiere guests marveled at the transparent mesh skin of the representative glass front of the luxury



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hotel, as it accentuated the building depending on the light incidence – and the screen was still off. With the click of a mouse, the facade became a high-resolution display for video clips and advertising campaigns. The guests in the hotel lobby were able to enjoy the spectators' excitement. They could see clearly through the screen but remained discreetly in the background. With the capacity to use the rooms behind the screen and a new look that is sure to revolutionize the face of Times Square, the renowned Crowne Plaza has become a pioneer for a new generation of media screens along the world famous promenade.

6.037 characters including spaces

GKD – WORLD WIDE WEAVE

As a privately owned technical weaver, GKD - Gebr. Kufferath AG is the world market leader in metal, synthetic and spiral mesh solutions. Four independent business divisions bundle their expertise under one roof: Industrial Mesh (woven metal mesh and filter solutions), Process Belts (belts made of mesh and spirals), Architectural meshes (façades, safety and interior design made of metal fabrics) and Mediamesh® (Transparent media façades). With its headquarter in Germany and five other facilities in the US, South Africa, China, India and Chile – as well as its branches in France, Spain, Dubai and worldwide representatives, GKD is close to markets anywhere in the world.

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Picture 1: Times Square is a spectacular meeting point for tourists and locals alike.



Picture 2: The hotel Crowne Plaza has the first transparent media facade on Times Square.

Pictures 1-4 © GKD/ Alain Jaramillo



Picture 3: The media facade has revolutionized illuminated advertising along this pulsating artery.



Picture 4: The transparent mesh system merges with the architecture.

We will be happy to send you the desired images in printable resolution by e-mail.

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