



# RE-IMAGINING YOUR CITY

Creating Collaborative Engaging Community Experiences

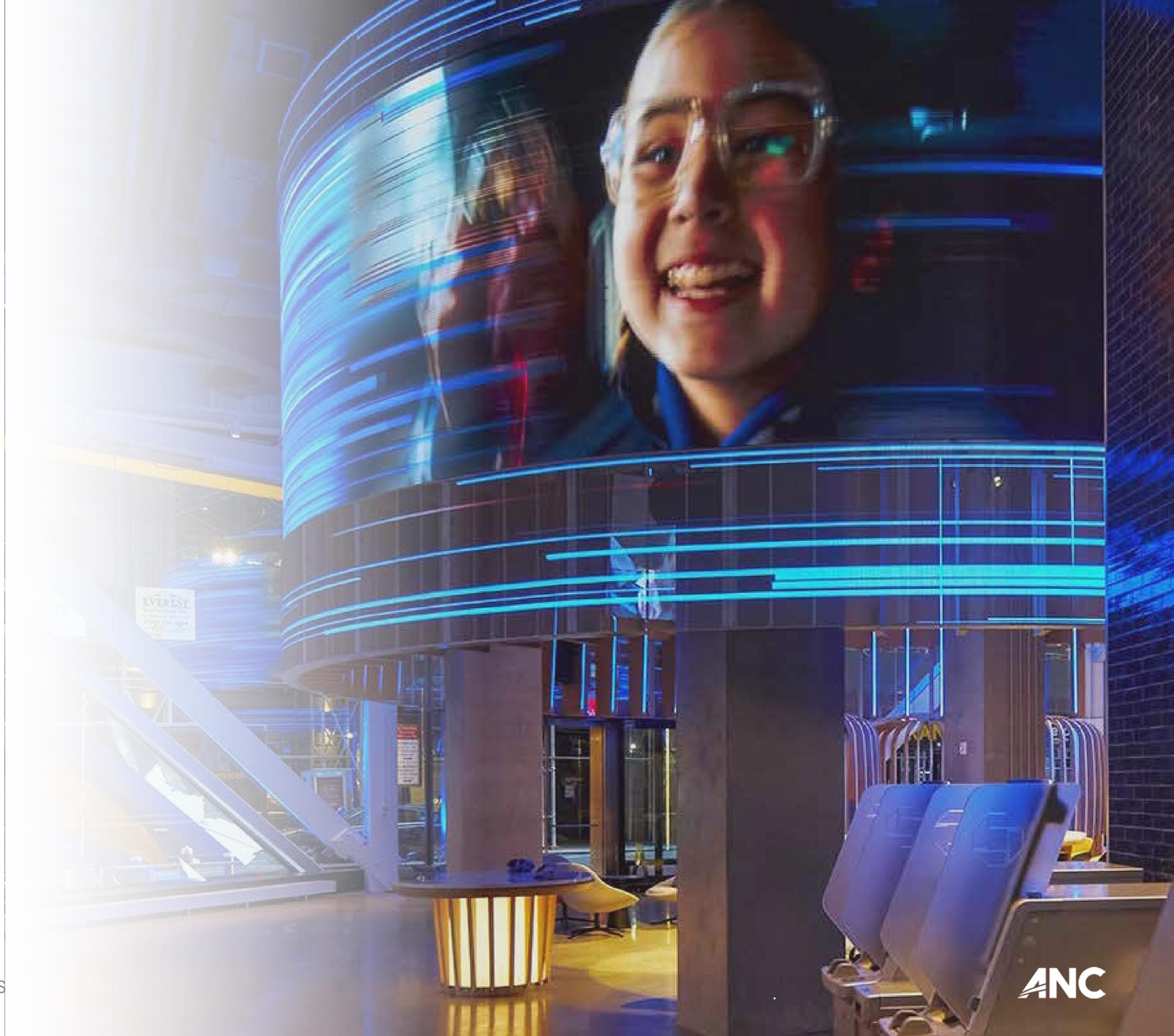
## *who we are*

ANC is an experience design and execution company, creating iconic integrated video, audio, and lighting destinations.

We are the only turnkey technology service partner and provider creating immersive experiences through engaging and interactive multimedia systems. Our holistic approach focuses on delivering positive impact which drives revenue for our clients and memorable experiences for our communities.

ANC's 20+ years of technology expertise includes spearheading the design of high-profile projects such as the deployment of record-breaking installations at the Westfield World Trade Center in New York City, as well as signature deployments for Empire State Development's Moynihan Train Hall, JP Morgan Chase Flagship Branch, Pier 17 in NYC's Seaport District, among hundreds of others.

Our proud partnerships in Pennsylvania include multiple deployments with Brandywine Realty, Consol Energy Center, Penn State, Temple University, University of Pennsylvania, Villanova University and the Wells Fargo Center which features the first ever 4K Kinetic Center Hung in a completely integrated IPTV and digital signage network.





## *how we work*

ANC transforms commercial spaces such as entertainment venues, sports arenas, transit hubs, and retail destinations into immersive experiences. We fuse leading creative services, cutting-edge audiovisual technologies, technical integration expertise and operational excellence to offer the industry's premier single-source solution. Our approach includes:

### **DESIGN & CONSULTING**

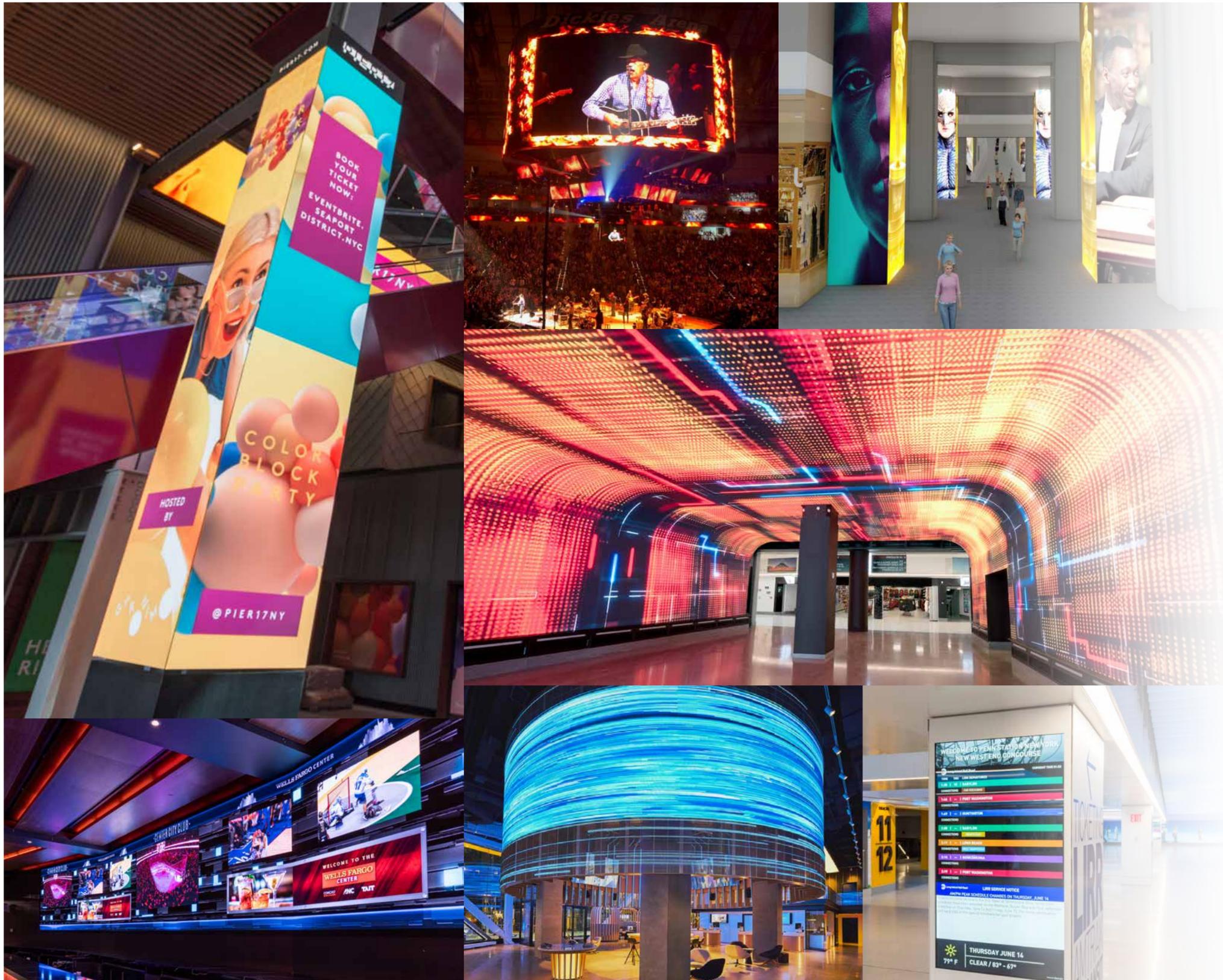
CREATIVE DESIGN  
EXPERIENCE DESIGN  
A/V CONSULTING  
CONTENT EXPERIENCE

### **INTEGRATION & EXECUTION**

A/V INTEGRATION  
CREATIVE SERVICES  
CONTENT CREATION  
PORTABLE SOLUTIONS

### **SERVICE OPERATIONS**

SOFTWARE  
CONTENT PROGRAMMING & SCHEDULING  
EVENT OPERATIONS  
SERVICE & MAINTENANCE  
ADVERTISING



## *our approach*

Some imagine but cannot do. Others do, but cannot imagine. With over 20 years of expertise, we are artisans and engineers who uniquely blend design and execution to ensure success on the most mission critical projects for the most high-profile clients and brands in the world.

Whether the space is existing or planned, our team of designers will provide the road map for execution to help you realize the vision through a full-service design process that ensures the experience is both achievable — and unforgettable.

ANC has formed strategic alliances and relationships with the world's most prestigious product manufacturers to execute on our designs. We focus on recommending the right solution which meets our client's specific objectives.

## *the toolkit*

Some of the technologies solutions we integrate include:

- LED
- OLED
- LED Glass
- Control System
- IPTV
- Broadcast Systems
- Architectural Lighting
- Augmented Reality
- LCD and LCD Video Walls
- Temporary and Mobile Event Systems
- Interactive Kiosks and Wayfinding
- Integrated Audio System
- Facial Recognition
- Motion Sensors
- 3D Projection

// Engineering the Unforgettable

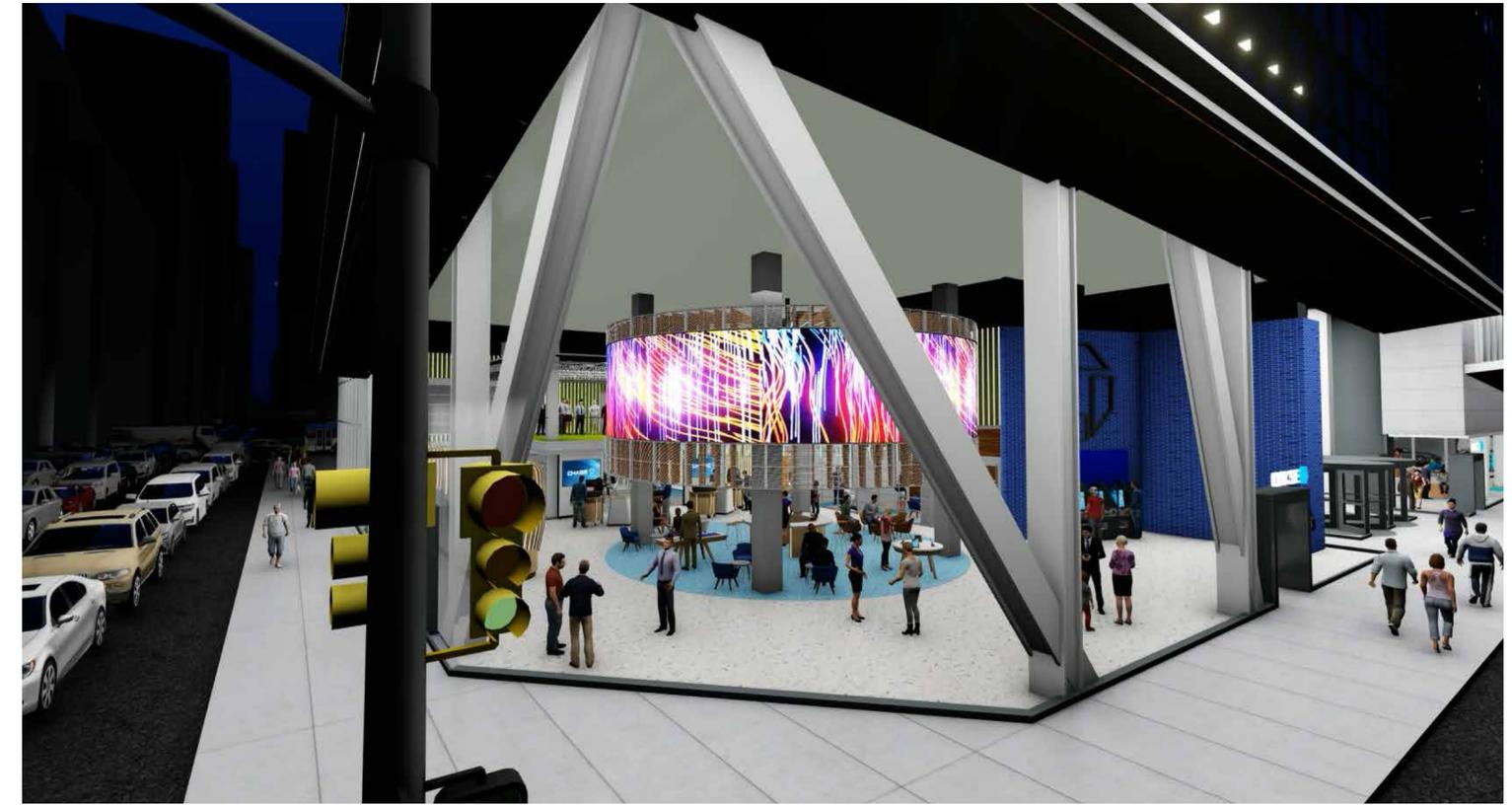
**OUR WORK**

# CHASE BANK



# JP MORGAN CHASE - NEW YORK

// STRATEGIC & TACTICAL CONSULTATION

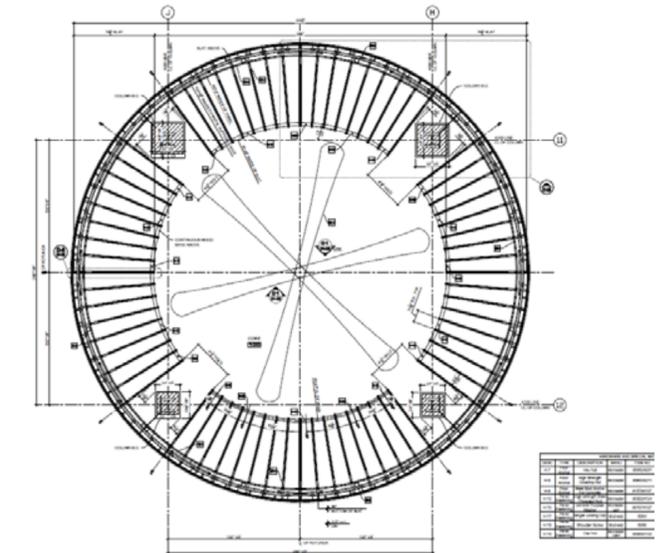
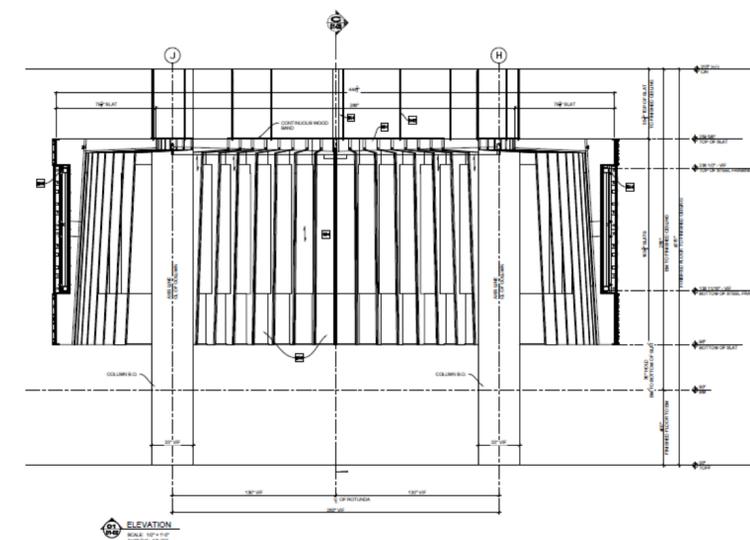


JP Morgan Chase selected ANC as its strategic audio/video consultant at the end of its architectural design phase of the Flagship Branch at 390 Madison Avenue in New York City.

Working directly with the architect and construction team, ANC immediately put forth a plan to bring the venue's concept to life, completing architectural drawings, engineering, MEP requirements, recommending products and redesigning select components of the system to best fit the space.

ANC's efforts on JPMC's behalf included creating a 3D model visualizing the displays and technology options for the decision makers to select the most appropriate products. Alongside the visualizations, ANC Studios developed JPMC first ever digital signage brand identity and produced all the content.

During the process, ANC procured, integrated and commissioned all of the products on their behalf. Faced with an aggressive timeline, ANC provided different options for JPMC to select, procured and installed the system under a tight construction timeline to be ready for the grand opening in June 2019.



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JP MORGAN CHASE - NEW YORK



# PIER 17 SEAPORT DISTRICT

BOOK YOUR TICKET NOW:  
EVENTRITE.  
SEAPORT  
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CUT COPY DJS

\$10,000  
IN  
PRIZES

SATURDAY  
JUNE 30  
5:30PM

HEINEKEN  
RIVERDECK  
AT PIER 17

COLOR  
BLOCK  
PARTY

COLOR  
BLOCK  
PARTY

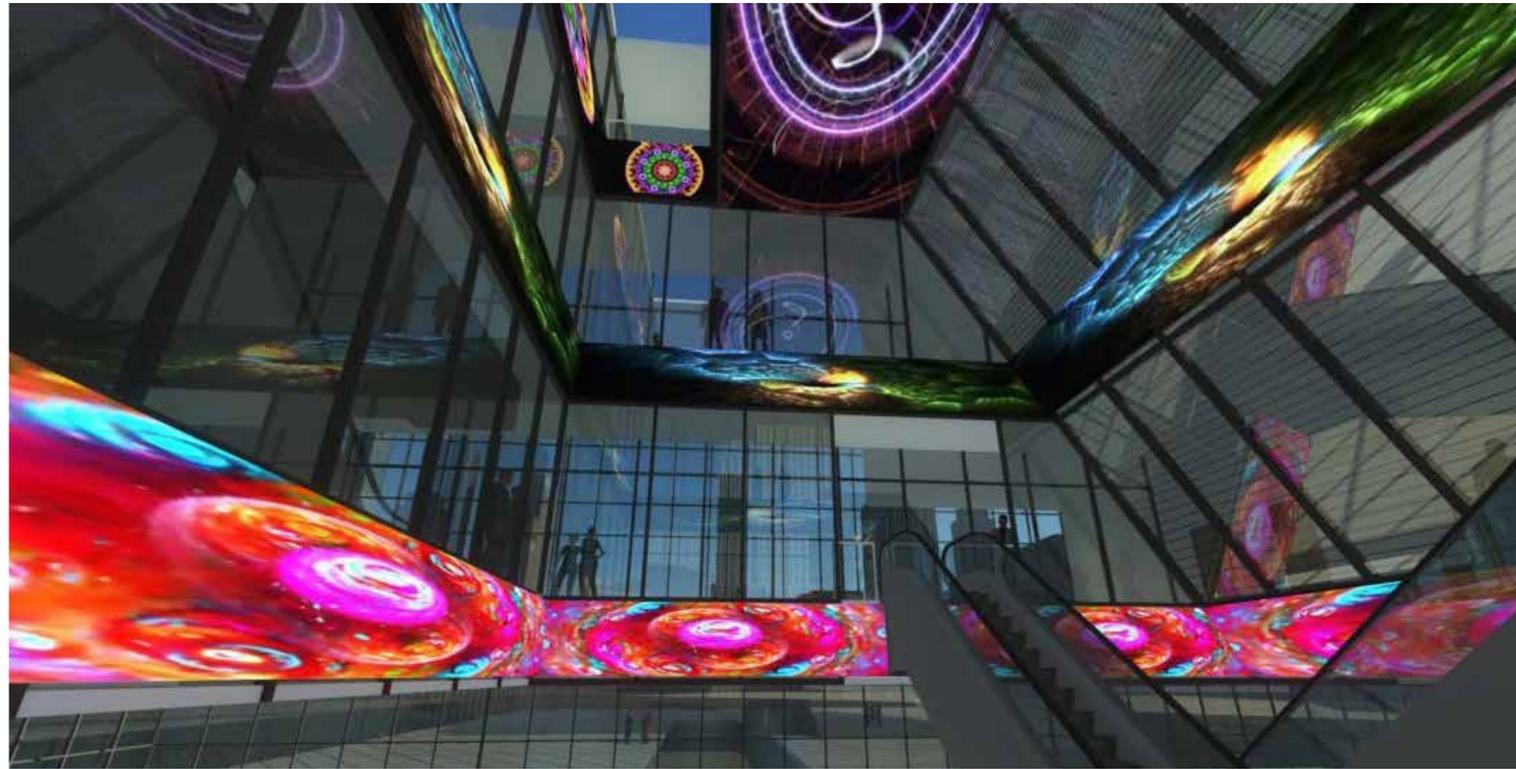
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COLOR BLOCK PARTY

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# PIER 17 AT SEAPORT DISTRICT

// STRATEGIC & TACTICAL CONSULTATION



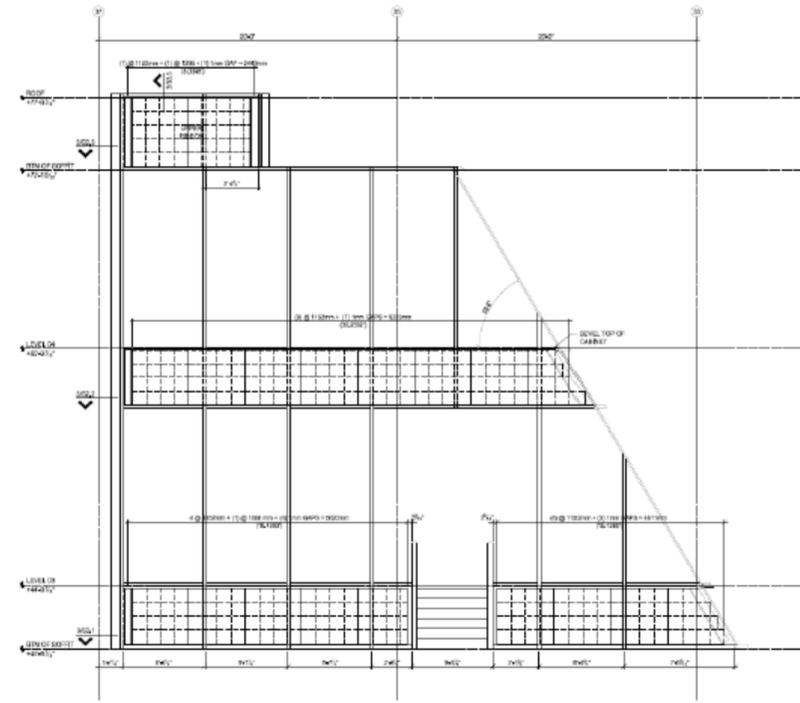
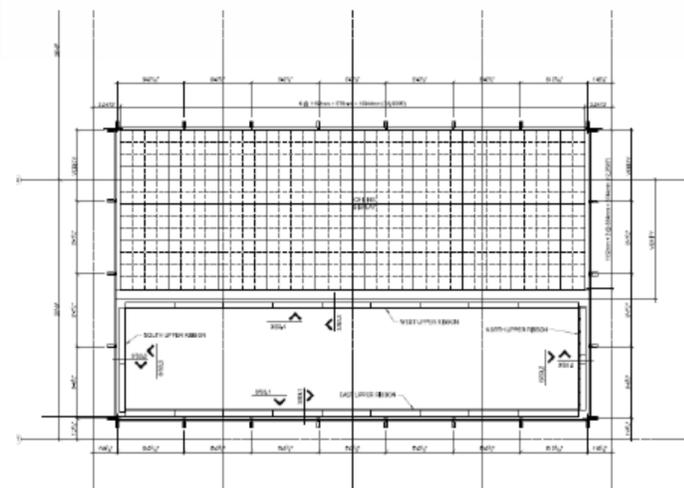
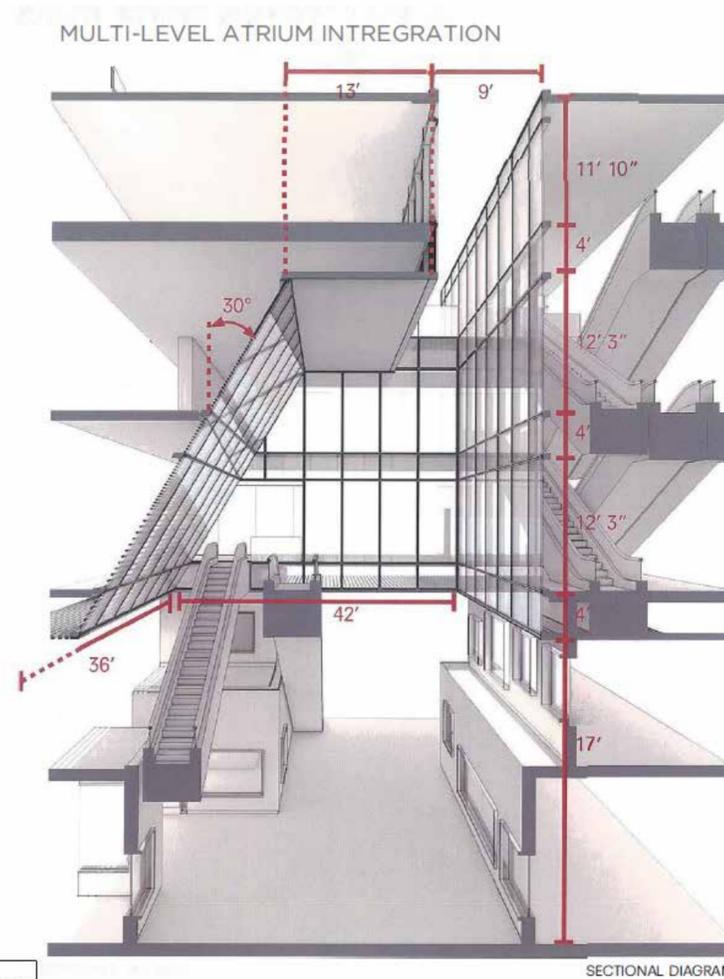
Pier 17 is part of the transformed South Street Seaport District, New York City's Downtown destination with cutting-edge dining, shopping, & entertainment. Over a three-year period, ANC worked with Howard Hughes to design a multimedia system unique to the Pier 17 space.

As part of the Design/Build, ANC engineered the solution, sourced product from multiple manufacturers, and developed a customized solution on behalf of Howard Hughes.

The Atrium at Pier 17 features an immersive experience across three levels, with a continuous

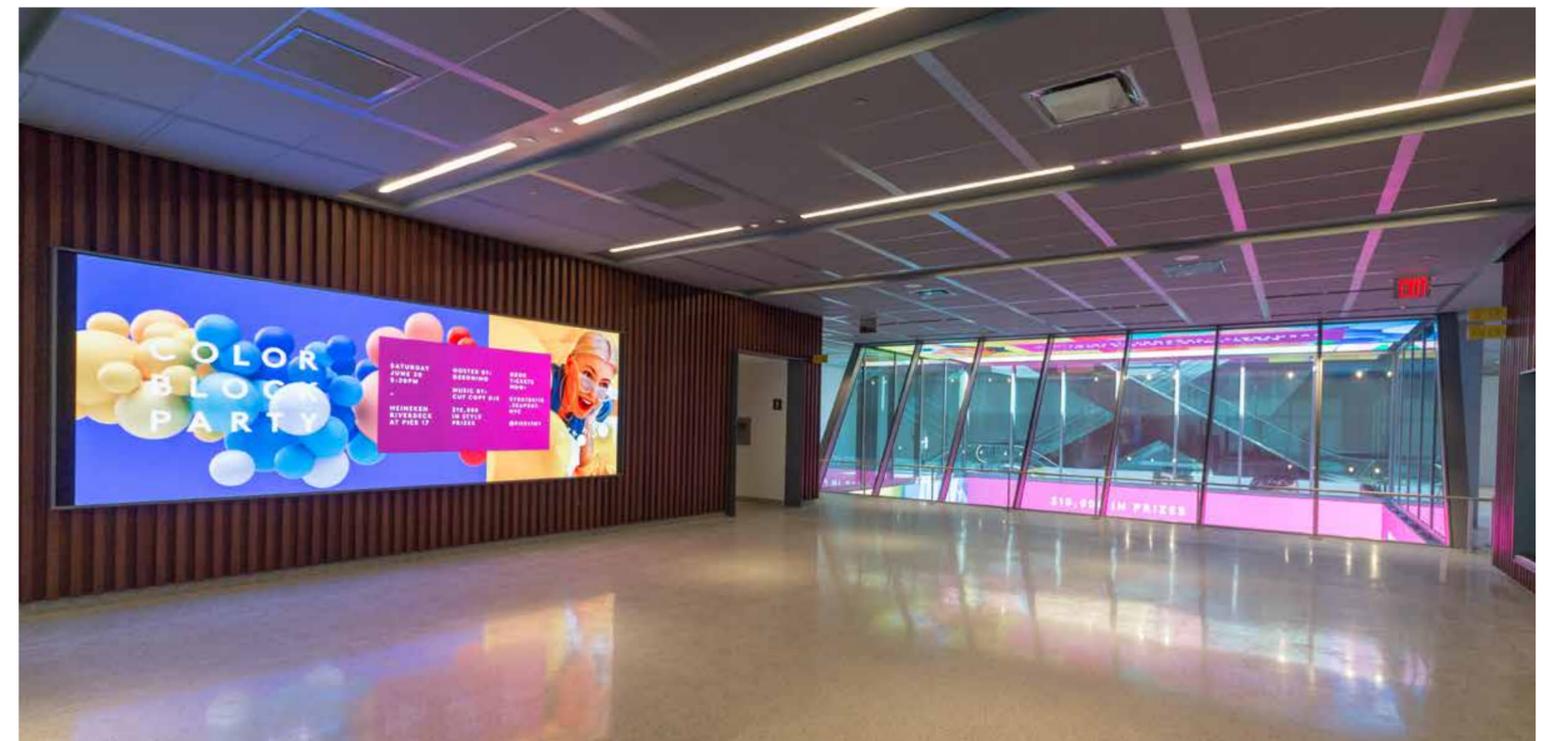
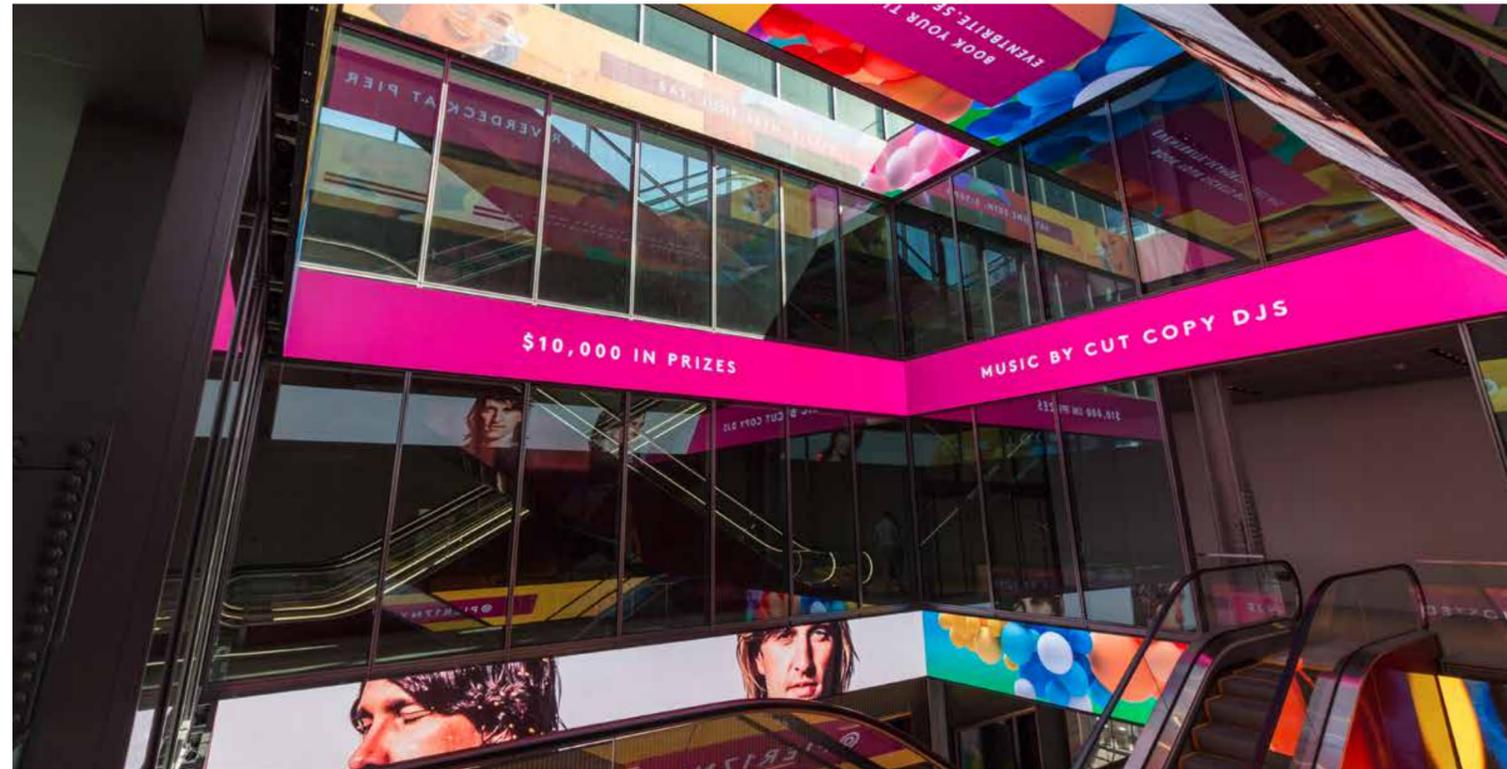
run of LED. The shopping level includes custom no-bezel columns, which allows for content to be displayed separately on each face or wrap the column continuously. The design review consisted of a custom, detailed 3D model, which created the experience that went live in the Summer of 2018.

The new development features a dynamic, custom 4mm resolution outdoor digital media environment designed, integrated, and operated by ANC. As part of the ongoing partnership with Howard Hughes, ANC Studios developed and producing content concept.



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# PIER 17 AT SEAPORT DISTRICT NYC



# RAK ANSIT

KEVIN AVENUE  
KEVIN STREET

LIRR TRACK ASSIGNMENTS	TIME	TRK	CURRENT TIME
LONG BEACH	1:11	16	1:06
CONNECTIONS			
ROKONKOMA	1:14	17	
CONNECTIONS	PORT JEFFERSON		
PORT WASHINGTON	1:19	--	
CONNECTIONS			
BABYLON	1:22	--	
CONNECTIONS	PATCHOGUE		
FARMINGDALE	1:32	--	
CONNECTIONS			

FOR DETAILED TRACK INFORMATION PROCEED DOWNSTAIRS TO THE LIRR TRACK CONCOURSE



## MOYNIHAN TRAIN HALL

# MOYNIHAN TRAIN HALL (PHASE I & II)

// STRATEGIC & TACTICAL CONSULTATION



Empire State Development Corporation formed a multi-year agreement with ANC to transform the landmark Farley Post Office building into the new Manhattan home for Amtrak and Long Island Railroad (LIRR).

To kick off the project, ANC deployed over 1,700 square foot of 4mm LED throughout Phase I of the new Moynihan Train Hall.

The Moynihan complex features digital screens in a range of a sizes, per the RFP request, as well as ANC's recommendation to integrate LCD kiosks, a unique trapezoid-shaped display

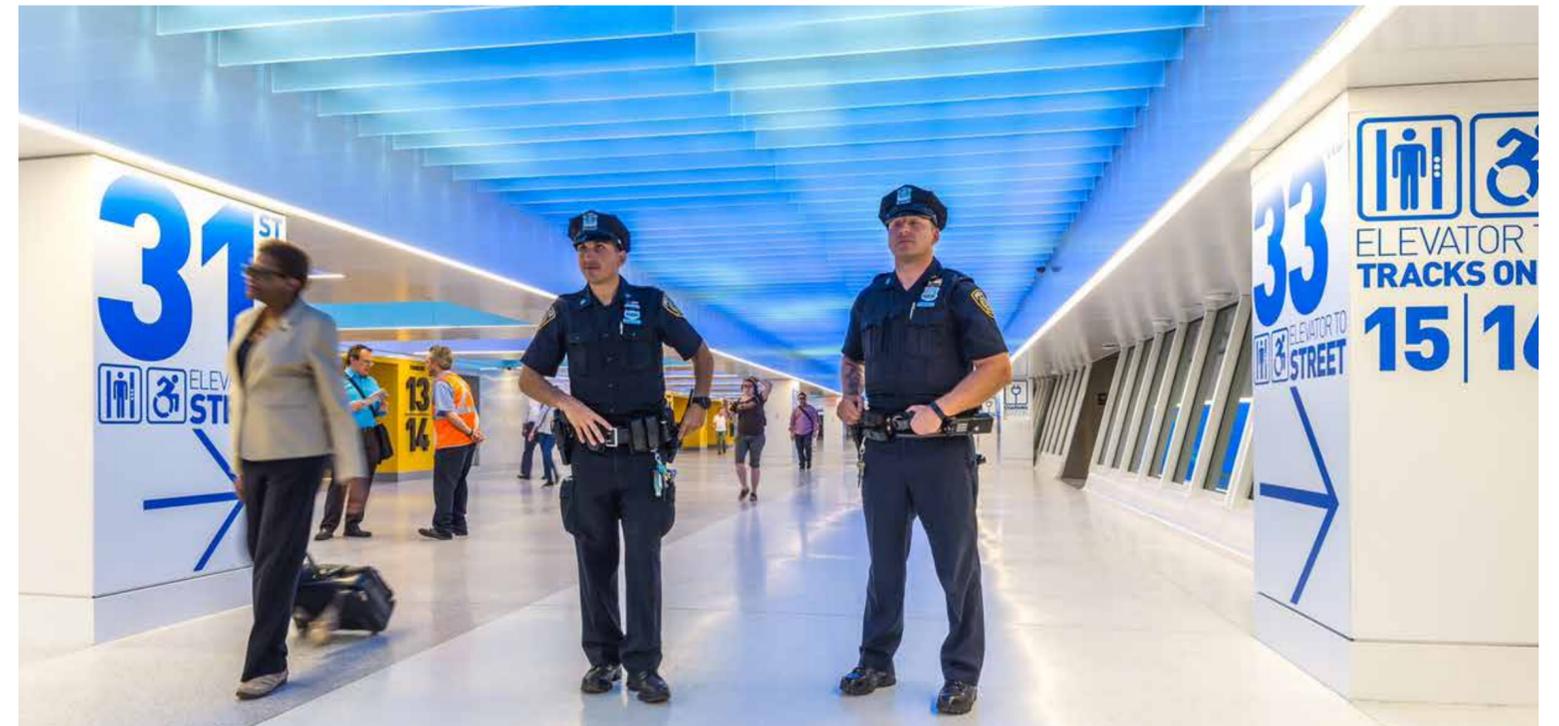
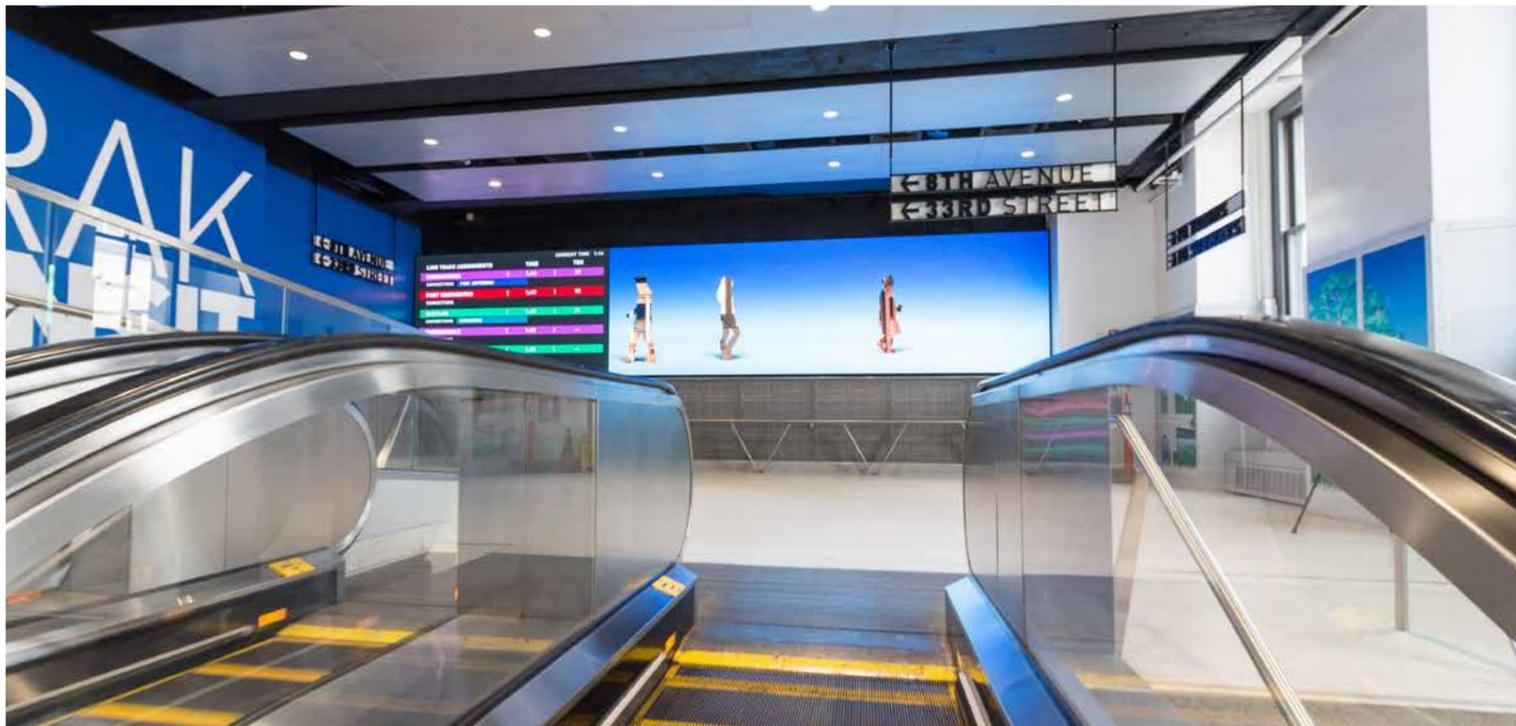
for the north entrance stairwell, and ceiling box screens alongside glass lighting fins in the east bay to simulate the sky. The displays have live video capabilities and provide important information for passengers, along with NY-centric visuals to promote travel and create a more relaxing commuter environment.

During the Phase II deployment, ANC is integrating hundreds of LCD and fine-pitch LED displays to feature a variety passenger information from multiple transit entities. Through ANC's content management system, we have developed visually appealing train templates to display this information accurately and efficiently.



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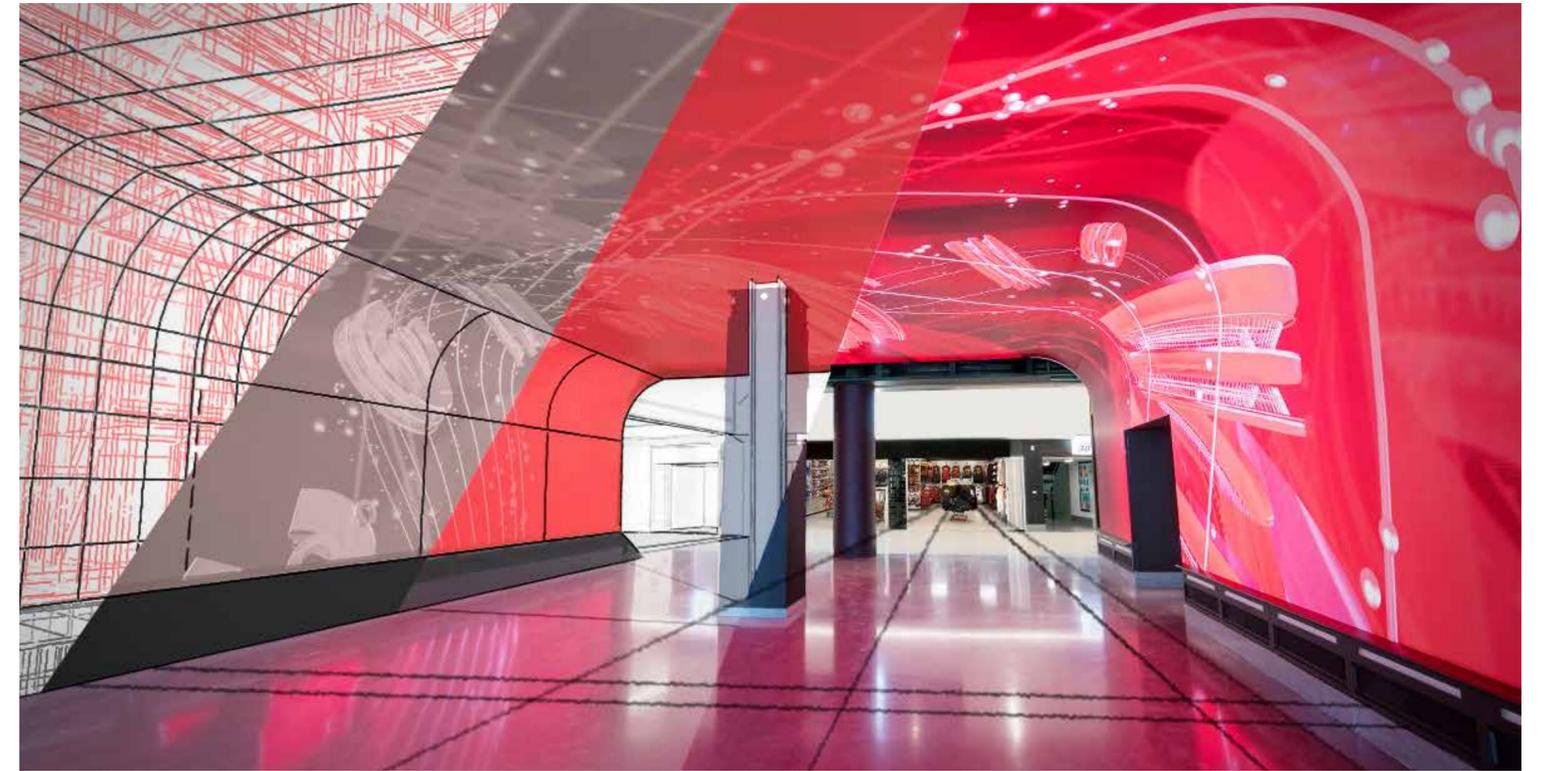
# MOYNIHAN TRAIN HALL (PHASE I)



# ROCKET MORTGAGE POWER PORTAL

# ROCKET MORTGAGE FILEDHOUSE POWER PORTAL

// STRATEGIC & TACTICAL CONSULTATION



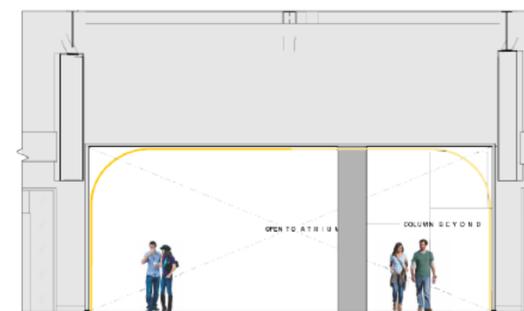
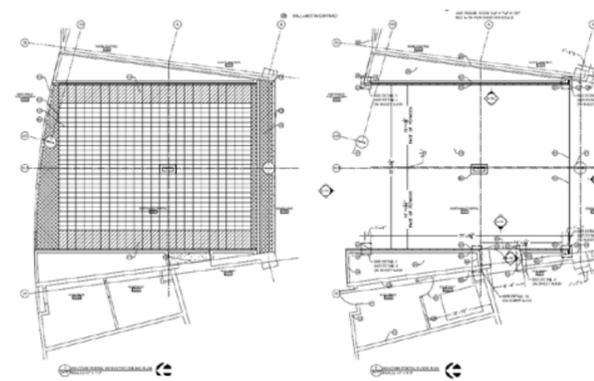
An ANC partner since 1997, the Cleveland Cavaliers have turned to ANC several times for design consultation and recommendations.

In 2013, ANC designed what was at the time the largest center-hung scoreboard in the NBA for Quicken Loans Arena. Tasked with deploying a “wow” display, ANC’s designers and engineers conceived an aesthetically pleasing rectangular display which capitalized on the new technologies of the time. ANC’s final display featured curved and tilted displays which provided every seat in the arena with a premium view of the display.

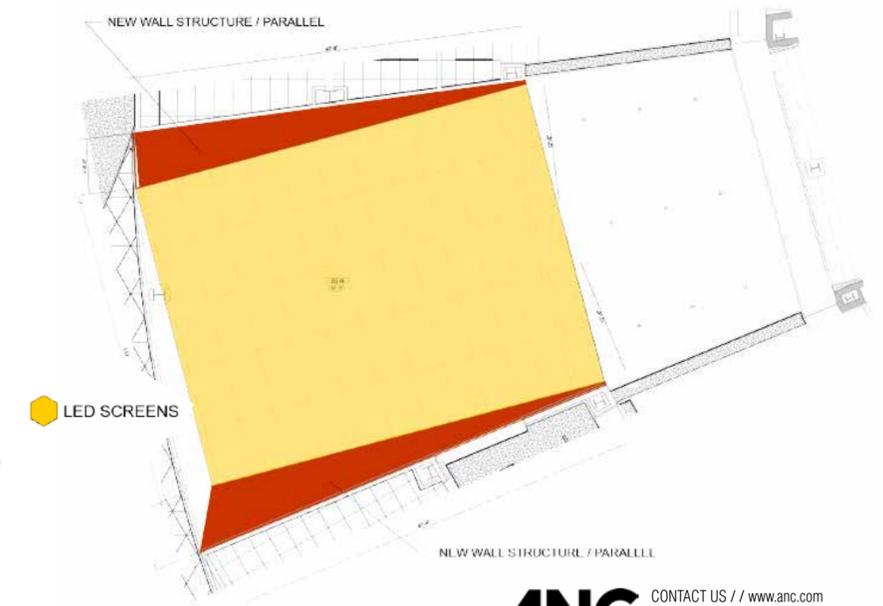
In 2017-18, the Cavaliers embarked on a new renovation of the Rocket Mortgage FieldHouse

(formerly the Quicken Loans Arena.) One of the highlights of the construction was a new atrium space which would take up an entire city block, featuring an experiential tunnel into the arena.

After receiving concepts from multiple parties, the unsatisfied Cavaliers turned to ANC for help. ANC redesigned the experience in the tunnel, including introducing encompassing visual and theatrical style sound. ANC selected the best products for the Cavaliers, including custom designed LED modules for the tunnel. The system consists of multiple several products from multiple manufacturers, each carefully chosen to maximize their individual locations.



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ROCKET MORTGAGE FIELDHOUSE // POWER PORTAL





A C J Z R 2 3 4 5 [wheelchair icon]

WE SHU  
THE PRIC  
SHELL GAM

STAYS

FAST JUST GOT EVEN FASTER

FAST JUST GOT EVEN FASTER

Line	Station	Count
1	Manhattan	1
2	Brooklyn	2
3	Queens	2
4	Manhattan	2
5	Manhattan	3

Line	Station	Count
1	Manhattan	1
2	Brooklyn	2
3	Queens	2
4	Manhattan	2
5	Manhattan	3

# FULTON CENTER

# FULTON CENTER - NEW YORK CITY

// STRATEGIC & TACTICAL CONSULTATION



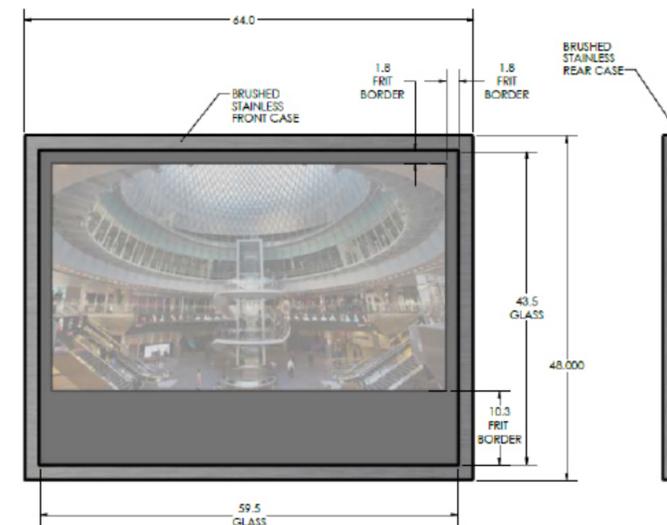
“Here we’re taking one of the hardest stations to traverse and we’re making it into one of the most beautiful and fun stations.”

- CHUCK SCHUMER, New York Senator

In 2014, ANC was selected to integrate a signage system and complete operating software for the Fulton Center. This fulcrum of downtown New York City now features more than 50 display locations. ANC made product and design recommendations including customizing protective enclosures for the unique transit environment LCDs.

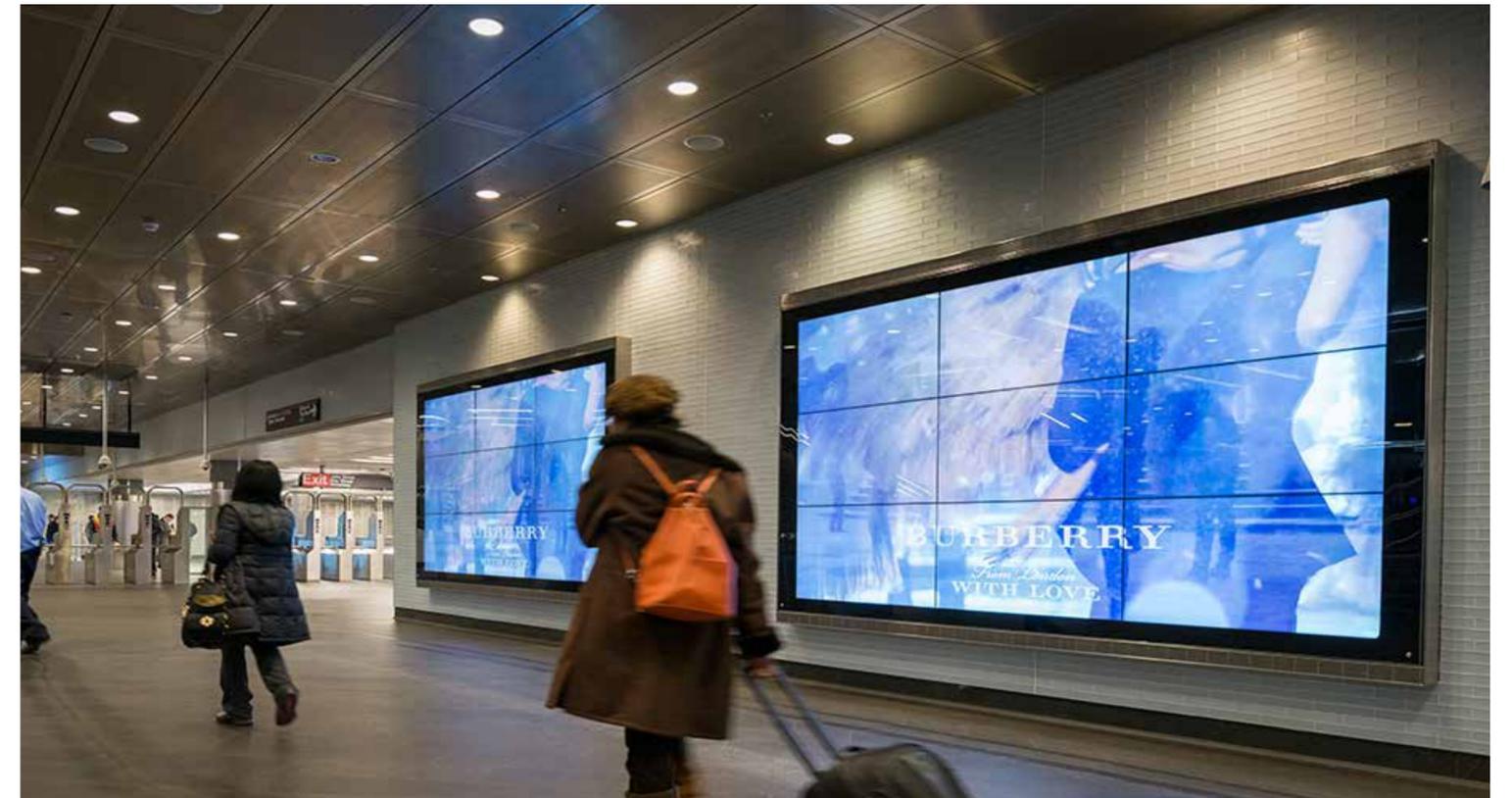
Fulton Center’s digital media network features unique viewing experiences where commuters and tourists can see up to 20 LED and LCDs in one sight-line. ANC was challenged with creating an experience for this NYC destination that would integrate the content across all the visible displays in perfect frame sync.

ANC’s proprietary LiveSync control system, offers precise sync across multiple technologies to create experiences like no other. The Fulton Center system is capable of scheduling content in sync as one unified canvas, as individual displays, or controlled in real time for live special events such as the New York City Opera takeover.



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FULTON CENTER - NEW YORK CITY



Service Now		Subway Arrivals	
2 3	Good Service	2 Bronx Wakefield - 241 St	2 min
4 5	Good Service	3 Bronx Harlem - 148 St	7 min
A C	Good Service	4 Bronx Woodlawn	10 min
J Z	Good Service	5 Bronx No Data	No Data

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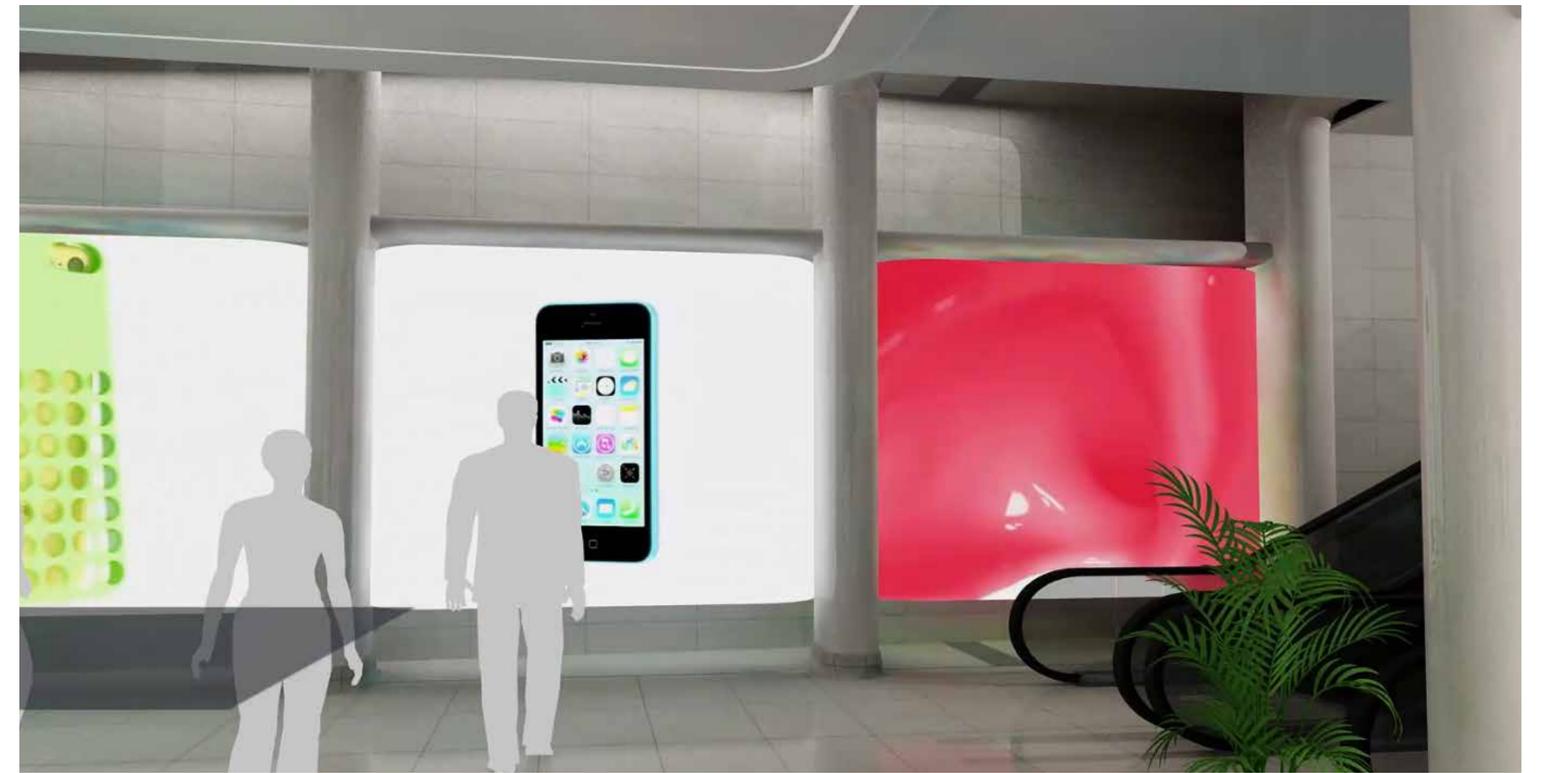
STAR WARS POWER OF COSTUME EXHIBITION  
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# WESTFIELD WORLD TRADE CENTER



# WESTFIELD WORLD TRADE CENTER

## // STRATEGIC & TACTICAL CONSULTATION

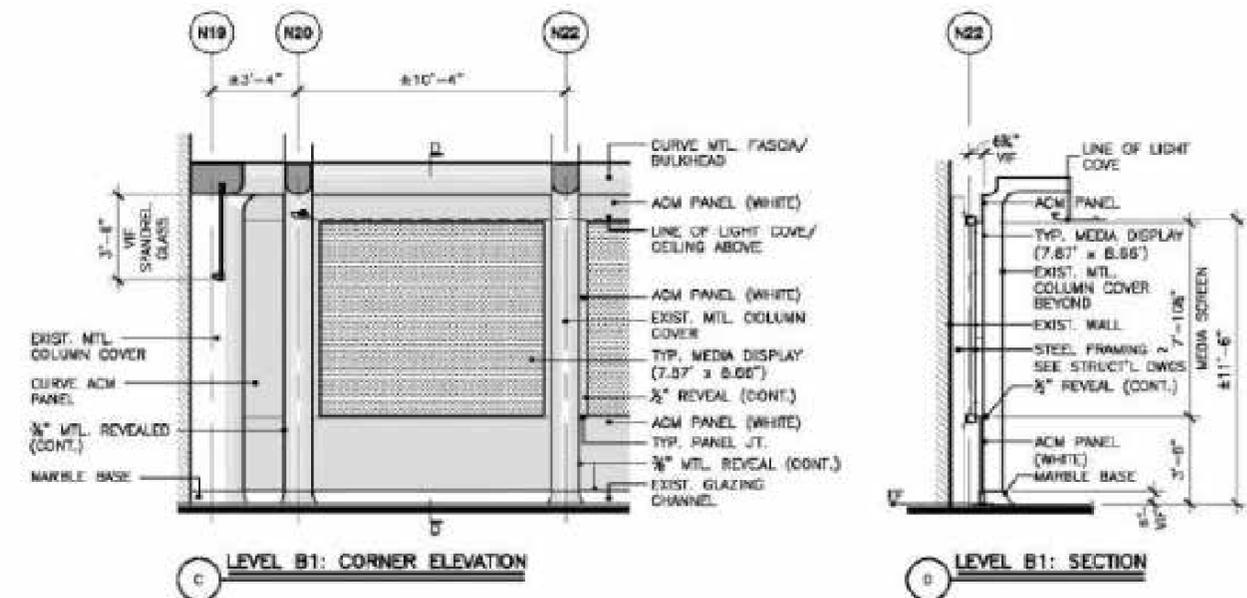


In 2014, ANC partnered with Westfield Corporation to design and integrate, what, at the time, was the most 4mm LED in a single venue in the world at Westfield World Trade Center. ANC was awarded the deployment of the system and consulted on technology product choices and digital network display specifications and placements within the space. During the consultation process ANC provided various 3D visualizations in order for the client to make the appropriate product selections.

During a two-year design process, ANC customized the LED technology to seamlessly

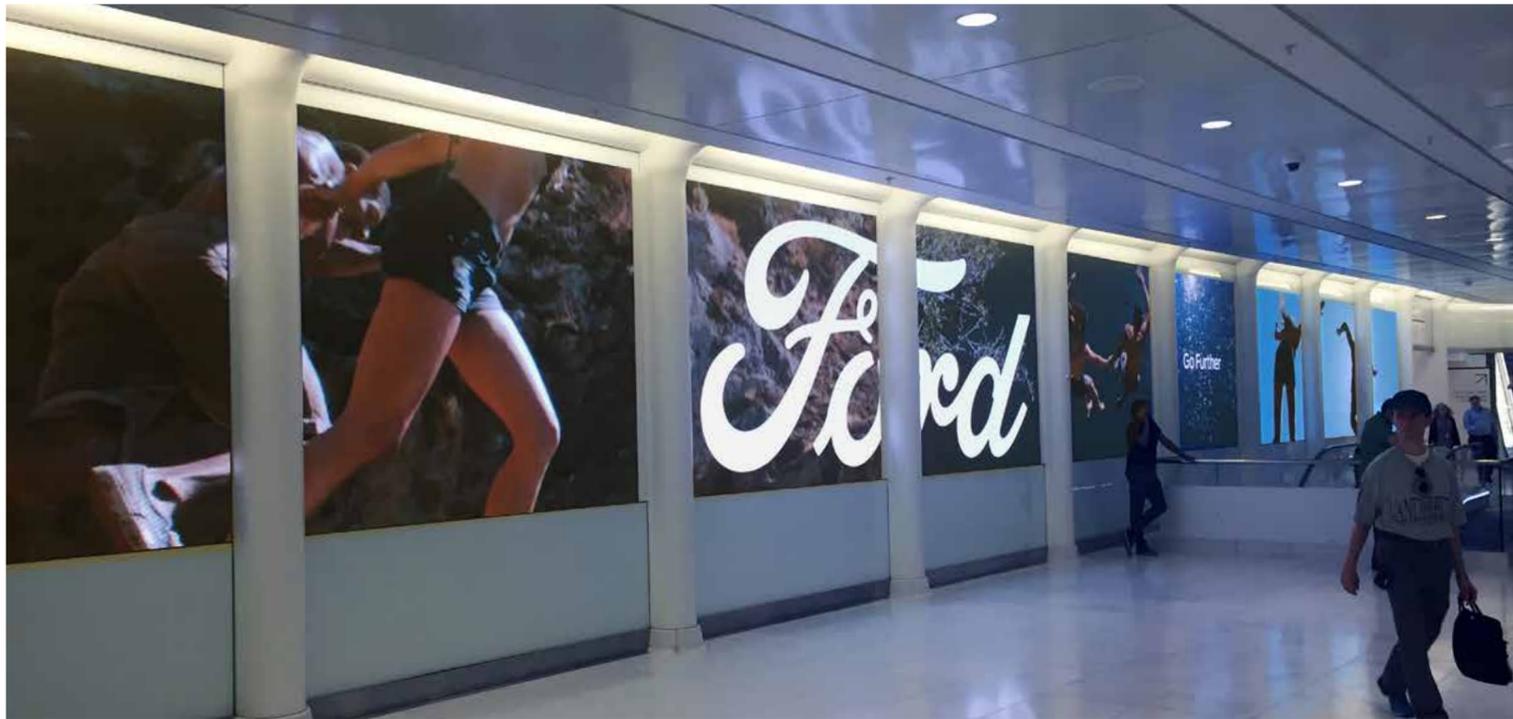
fit within the space which was designed a decade earlier. Using beveled edges in some locations and embedding the displays into the wall in others, the technology now appears as if it was part of the original design.

ANC provided multiple concepts, 3D modeling, and worked with multiple architects to finalize the design concepts, engineering, and installation methodologies. ANC services and studios department have a ten year partnership to operate, create content for, and support the display system.



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WESTFIELD WORLD TRADE CENTER





WELLS FARGO CENTER

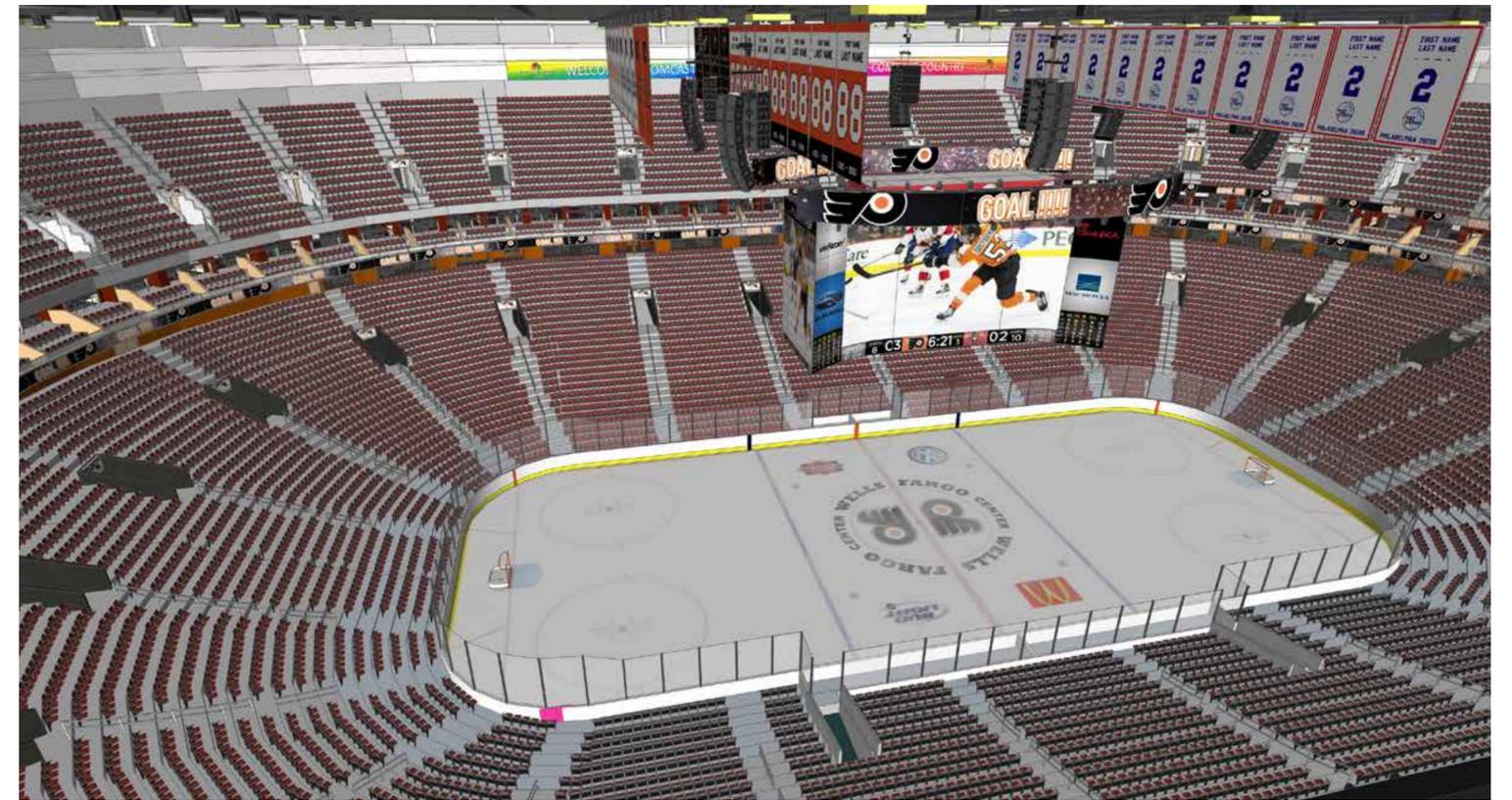
37 BRIAN ELLIOTT 37

37 BRIAN ELLIOTT 37

WELLS FARGO CENTER

# WELLS FARGO CENTER - PHILADELPHIA

// STRATEGIC & TACTICAL CONSULTATION



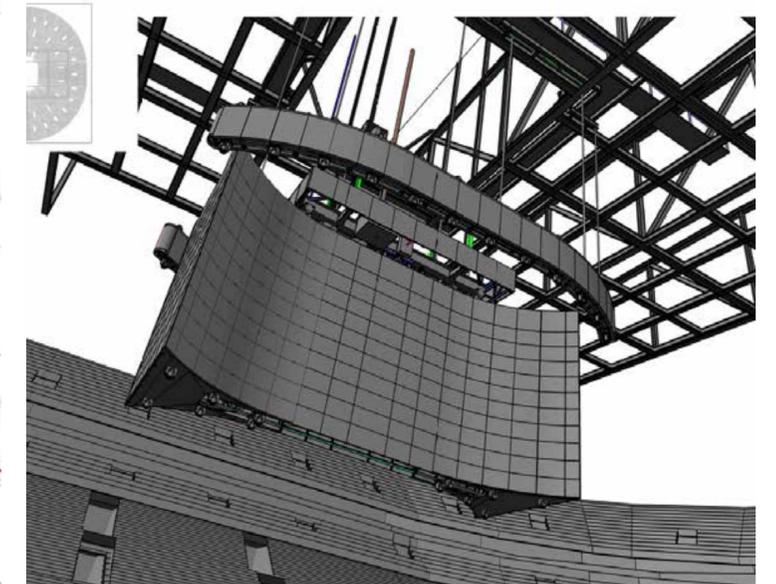
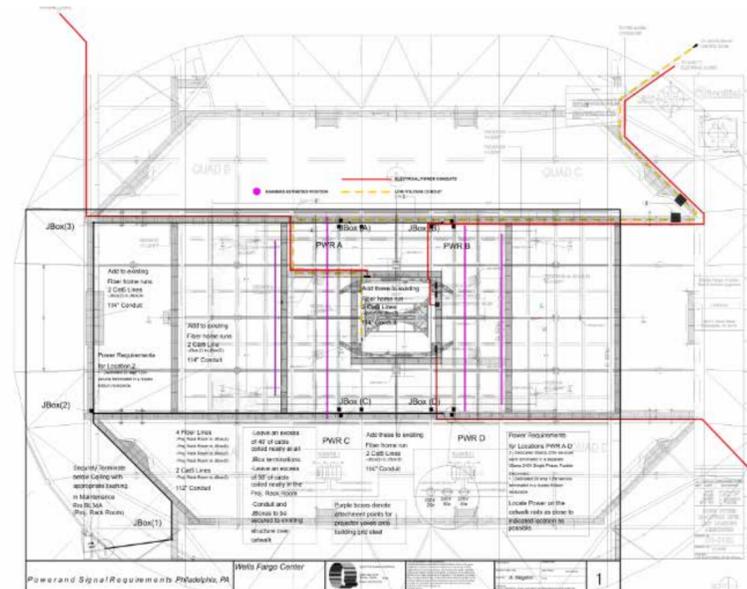
ANC and the Wells Fargo Center have been partners since 2000, with ANC helping Wells Fargo Center transform into one of the most technologically advanced arenas in the country.

ANC has deployed more than 800 LCD displays and 60 LED displays throughout the venue, including integrating the massive digital signage network with a comprehensive content management and IPTV system.

This proprietary content management system, blends the in-bowl experience with the concourse, suites, concessions, concourse entertainment, club bars and lounges and other Arena locations

This creates the unique availability to transition the entire network to one piece of takeover content, before zoning back to their individual games, menus, etc.

ANC and the Wells Fargo Center also designed and engineered a new center-hung display with exciting kinetic display technology. This display is the first of its kind. The new Kinetic 4K system features an unprecedented ability to transform and be configured in a variety of formats to best highlight the action below. Complementing the center-hung display are two massive crown trusses designed to create a captivating experience with multi-directional movement.



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# WELLS FARGO CENTER - PHILADELPHIA



// Render of ANC capabilities  
for communities of tomorrow

**reIMAGINING YOUR CITY**



LOVE IS SMART

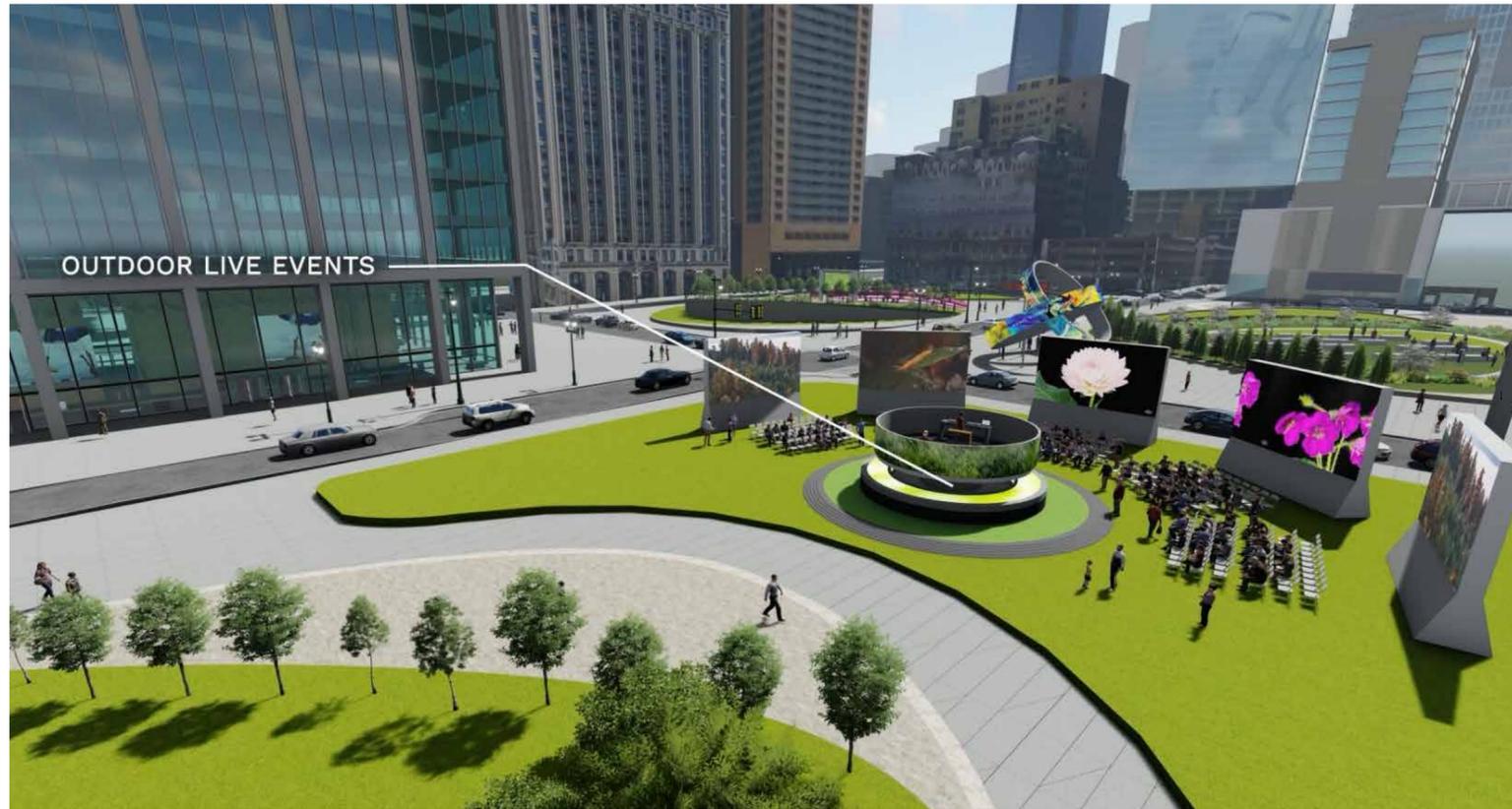


CLICK TO VIEW FLY-THROUGH RENDER

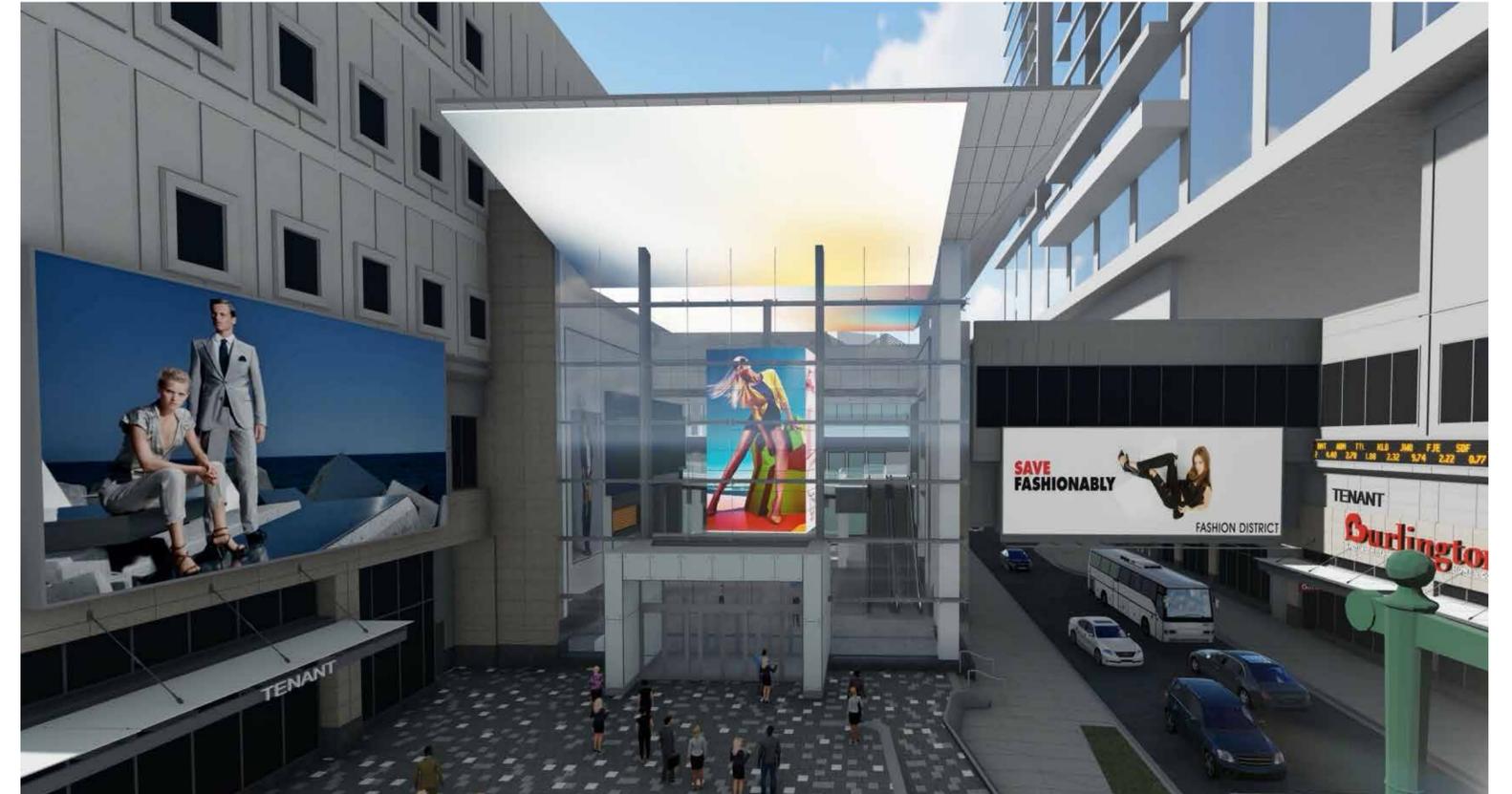
*Re-Imagining Your City* // CREATING EXPERIENCES THAT DELIVER COLLABORATIVE ENGAGING COMMUNITY IMPACT FOR THE LOWER HILL



# Re-Imagining Your City // CREATING EXPERIENCES THAT DELIVER COLLABORATIVE ENGAGING COMMUNITY IMPACT FOR THE LOWER HILL



# Re-Imagining Your City // CREATING EXPERIENCES THAT DELIVER COLLABORATIVE ENGAGING COMMUNITY IMPACT FOR THE LOWER HILL



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