



ATS PRO Project Highlight



NEW YORK CITY, NY - The first-floor entrance of the Hearst Tower in New York City has been transformed into an urban digital canvas with our advanced LED screens. This masterpiece of direct view LED engineering, which reflects the tower's unique geometry, stands as a testament to the combined vision of Hearst Communications, Code & Theory, and ATS. The LED wall enhances the visitor experience with dynamic visuals, setting a modern and engaging tone right at the entrance.

Hearst, one of the nation's largest global, diversified information, services, and media companies, has been at the forefront of innovation for over a century. The company's mission is to inform audiences and improve lives through its diverse portfolio, including global financial services, medical information, transportation services, cable television networks, television stations, newspapers, digital services, and magazines. By incorporating cutting-edge technology like the LED wall, Hearst demonstrates its commitment to innovation and audience engagement.

The LED wall at Hearst Tower not only adds aesthetic value but also serves as a powerful tool for communication and branding. It provides an interactive platform to display multimedia content, including news updates, corporate messages, and artistic visuals, thereby enhancing corporate identity and visitor engagement. This installation underscores Hearst's dedication to leveraging technology to improve its services and connect more effectively with its audience.

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