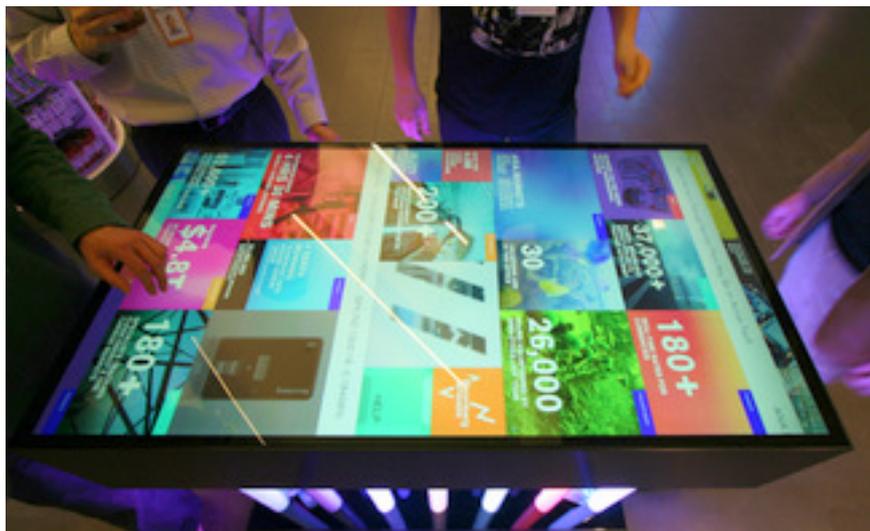


Bloomberg Looks to AV for Visitor Experiences

Written by Roger Douglas
24 June 2013



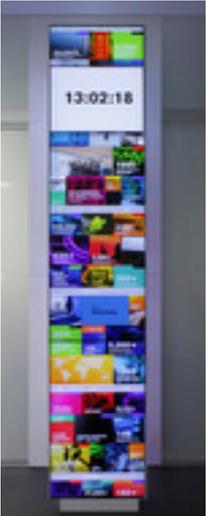
Engage Production Ltd., specialists in interactive technologies for branded environments, in conjunction with **SOCA** and **Jump Studios** complete two stunning display installations for Bloomberg's headquarters in New York City.

The installations include a sculptural-like piece known as **The Scroll** and a touch screen table known as **The Hub**. These dynamic installations intend to capture the excitement of the Bloomberg financial news brand and dynamically describe the many facets of Bloomberg's global business. Due to the success of the New York installations, Bloomberg is now considering similar installations in other Bloomberg offices worldwide.

Designed by the **Studio of Cinematic Architecture (SOCA)** and **Jump Studios**, and realised by Engage, The Scroll is a digital information display delivering Bloomberg news and data in a compelling and unexpected way. The data surface appears to protrude from the wall on an array of colourful lights. These lights respond in real time to the changing colour of the content displayed on the surface. The Scroll screen surface was created using three LED back-lit LCD screens mounted vertically in portrait format.

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