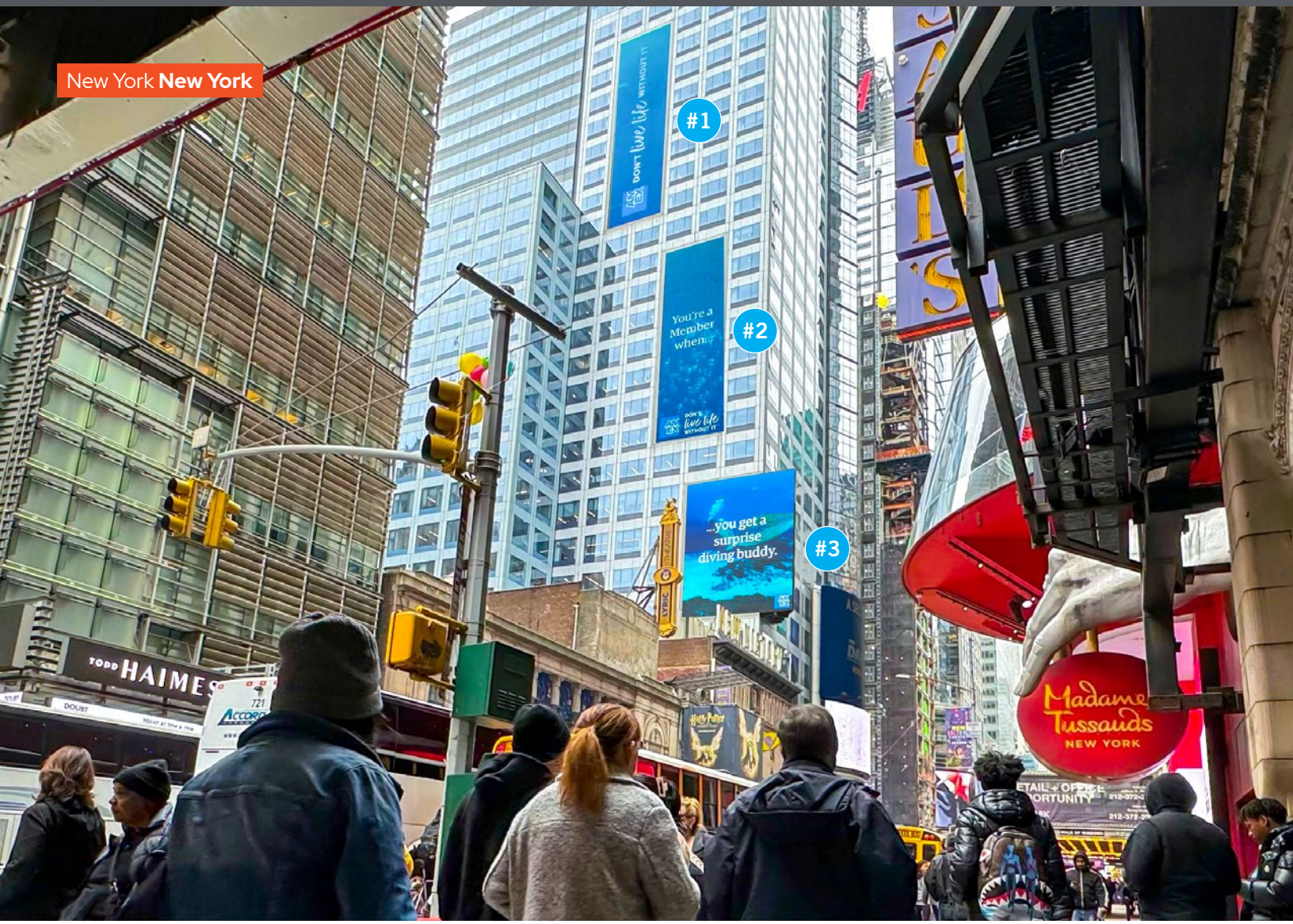
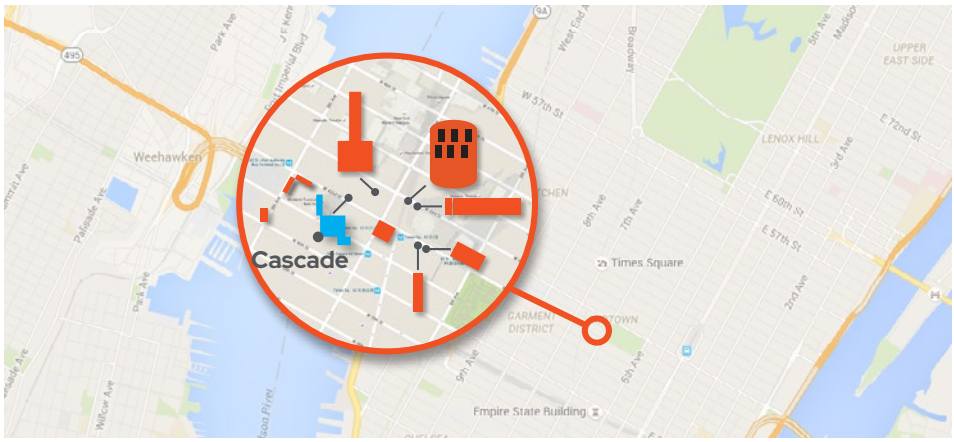


UNIT ID: Cas
LOCATION: 42nd St & 7th Ave
GEOPATH ID: 30755388, 30755387, 30755386
SIZE: 3 Screes, Various Sizes
FORMAT: Digital, Illuminated
FACING: West
LAT: 40.756533
LONG: -73.987352



DESTINATION DESCRIPTION

This collection digital signage welcomes commuters and visitors alike to the Crossroads of the World in midtown Manhattan. Located on 42nd Street, these digital signs target westbound traffic on Manhattan's 42nd Street, one of the main commuting corridors in the city, linking Grand Central to the Port Authority.

This digital network of high-impact signs stands at one of the entrances to Manhattan's busiest subway station, Times Square/42nd Street, which services the 1, 2, 3, 7, S, N, Q, R, W, A, C and E trains. In the immediate area, these digital signs are located steps from two of Broadway's highest grossing plays, Harry Potter & The Cursed Child and Disney's Aladdin, as well two of America's highest grossing movie theaters, AMC Empire 25 and Regal 42nd Street.