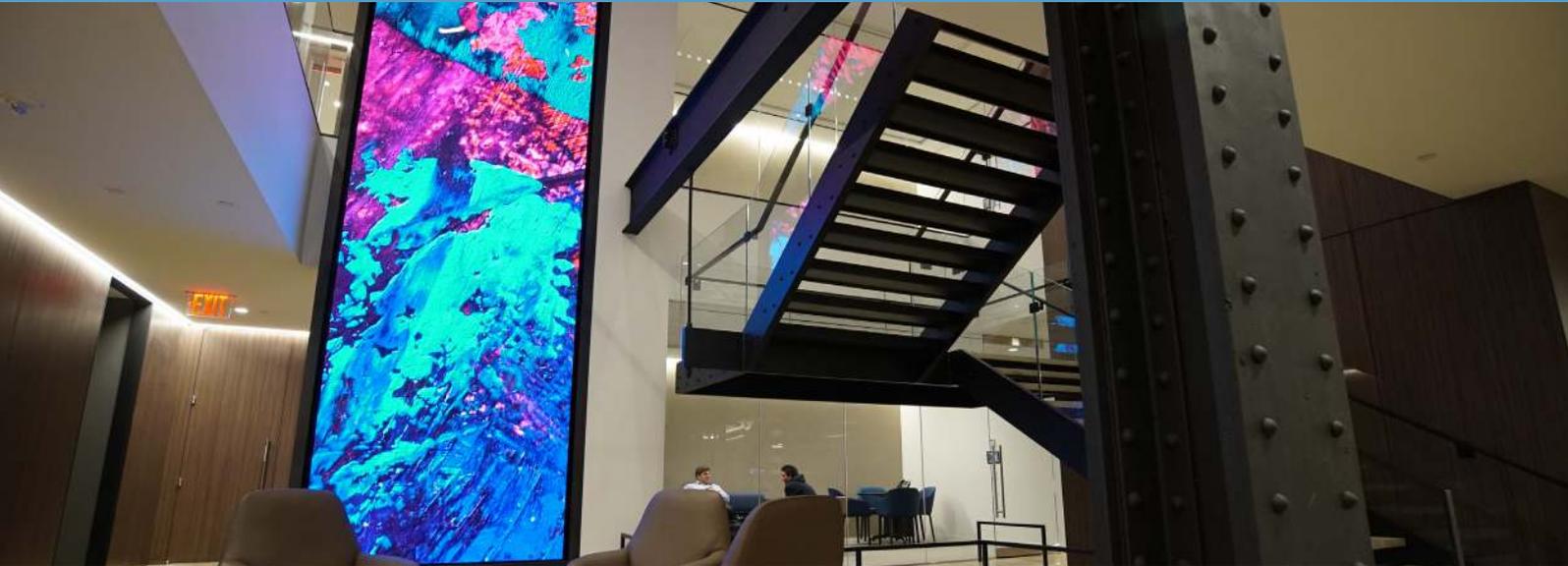


Newmark Knight Frank NYC Lobby Installation with Custom Content Powered by Signagelive



This is one of DCBolt's latest and ongoing content projects for Newmark Knight Frank, who are one of the world's leading commercial real estate advisory firms in New York City.

Newmark had a vision to bring its industrial, warehouse-inspired space to life with a custom portrait, LED canvas. The 40ft tall x 8ft wide video wall spans the 2 floors of NKF's lobby at its NYC headquarters and serves as the focal point of the modern lobby space.

Key Project Requirements

As is often the case with custom digital displays, Newmark faced the challenge of defining the media experience and called on DCBolt to design, engineer, program and produce unique, custom content for its digital canvas.

DCBolt developed high resolution imagery, dynamic motion graphics, forced-perspective illusions and branded particle simulations for the lobby wall. All content consists of vibrant colors, organic motion and high contrast digital art-scapes while honoring Newmark's branding guidelines and global-culture aesthetic. The dynamic content is managed and driven by Signagelive.

Key Project Challenges

The greatest challenge of any content project is keeping things fresh and creating elements of surprise that intrigue viewers and tenants. This is especially true in the corporate setting, which is why Newmark retains DCBolt for ongoing content development on an annual basis.

DCBolt's annual content service and maintenance allows Newmark to continually update their lobby with fresh content that's relevant to current events, seasonal changes, digital trends and larger artistic movements. This dynamic approach to media production aligns with Newmark's forward-thinking brand and tech-centric culture.



Benefits of Signagelive

The content is managed and driven by Signagelive CMS on a high-performance windows based media server. Thanks to Signagelive's built-in features, flexibility and cloud-based management tools, the client's marketing team is comfortable managing and scheduling content as they wish and from wherever they would like.

"DCBolt chose Signagelive because it is the most cost-effective, intuitive platform we've used to date. We stick with Signagelive, because the support is unparalleled and the features continue to improve each day."

Devin Wambolt
Founder & CEO, DCBolt

"Devin and the DCBolt team have, once again, delivered an iconic, high-impact, turn-key visual experience for Newmark Frank Knight in their New York office. A display of any type, shape or size is nothing without attention grabbing contextual content and DCBolt have a strong track record in delivering to a level that many few can match. We are proud to be partners with DCBolt and for Signagelive to be selected as the digital signage platform to power the Newmark Frank Knight solution."

Jason Cremins
CEO, Signagelive

