

Activate The Space Installation at Champs Sports, Times Square NY Powered by Signagelive



Activate The Space (ATS) has recently completed the design and integration of the new Champs Sports location at 10 Times Square in New York City. ATS provided LED walls including a massive story wall on the side of the escalators and a large outdoor LED wall on the front of the building.

Champs Sports, a division of Foot Locker Inc, celebrated the opening of its New York flagship location in Times Square. Following the move from the brand's former Times Square footprint, the new multi-level property at 10 Times Square is nearly four-times the size of the previous location boasting 8,160 square-feet of premium retail space.

The Opportunity

In addition to the indoor LED systems, Activate The Space also designed and integrated a multi-zone Bose Audio System complete with new ATS Core Control touch panels.

Core Control enables operation of the entire Audio and Video systems as well as providing Activate The Space Technical Services the ability to operate or interrogate the AV systems via the Cloud from any device, anywhere and at any time.

HD Media Playback is provided using our Brandcast Solutions powered by Signagelive and IAdea.

"At Champs Sports, we are always looking to bring the best retail experiences to our customers and to establish ourselves as the go-to destination to find leading athletic brands. The Times Square store offers the best assortment of the top brands that shoppers know, love and have come to expect from Champs Sports.

The new store has a prominent exterior presence with an LED display spanning 68 feet by 23 feet across prime Times Square real estate. Inside, there are four additional digital screens to allow for robust, interactive storytelling throughout the customer journey.

To complement its digital in-store presence, Champs Sports commissioned artist Andrew Thiele to create lasting brand visuals representing the spirit of New York City – from the five boroughs to notable landmarks, arts and sports teams."

Bryon Milburn
VP & GM, Champs Sports





The Results

Brandcast is powered by Signagelive media playback and cloud based scheduling solutions, which power the large outdoor LED walls on the facade of 10 Times Square.

Activate The Space Creative handles the interior LED content and the exterior LED content for Champs Sports. ATS Creative provides everything in house from Motion Graphics, Video Editing, Text, Static Image and HTML Social Media feed moderations across all the brands available at Champs Sports.

Designed to be flexible, "The Arena" layout allows Champs Sports and its vendor partners to tell key stories in new and creative ways, enhancing the customer shopping experience.

Within this new layout, leading athletic brands will have elevated brand experiences with cross-category product offerings, allowing customers to easily navigate by brand and identify sought-after products more efficiently.

The flagship store will serve as a hub that demonstrates the brand's core values – We Know Game – embodying, celebrating and advocating for all of those who participate.

"Champs Times Square is the 2nd full store Flag Ship implementation of Signagelive we have used for Champs Sports. In addition to the stores massive indoor LED Displays which were designed and integrated by Activate The Space, we also utilise Signagelive for the large outdoor LED wall as well playing branded content 24/7 in Times Square."

"For the past few months Activate The Space has been busy re-designing and replacing our legacy Digital Signage Software of choice for almost (10) years and now in new designs we favour using Signagelive in almost all cases. The reason for this are simple. With Signagelive we have a vast choice of Media Playback Hardware to choose from. This allows us to choose the best hardware platform for any particular project or need. In addition, Signagelive being inherently cloud based, allows to programme the content on any device, from anywhere and at any time. This has lead to a huge increase in productivity for our creative team who handles the Content Management for Champs Sports along with many other brands in retail."

"Signagelive has proven to be a great choice for our legacy projects and new designs moving forward. We are happy to partner with them as they are more knowledgeable and responsive than any other company we have done business with in our (12) year history."

Chris Pelzar
CEO & Managing Partner
Activate the Space

"The new Champs Sports store in Time Square demonstrates how digital signage has become core to design and customer experience for progressive retailers. Activate The Space understand how to work with major retailers and brands to turn their ideas and stories into high impact digital environments. We are proud to be associated with such an iconic and high profile project."

Jason Cremins
CEO, Signagelive

