

## McCann Erickson New York, New York

Projects: Broadcast, AV and CATV systems  
Contract Value: \$ 1,300,000.00



### Special Points of Interest

- The "Black Box" rooms are high end presentation rooms that are used for meetings, demonstrations, and conferences.
- The custom 100" rear projection systems are suspended mid wall.

How does the #1 advertising agency in the country wire their video systems? They call the #1 Systems Integrator, Diversified Systems.

When McCann Erickson moved into their world headquarters on Third Avenue, they awarded Diversified with the contract to design, relocate, and upgrade all of their Broadcast Studio and Production Facility, CATV system, and all of their high end AV conference and boardrooms.

The Diversified Team relocated and upgraded McCann's post production facility known as "Post Thirteen." The system included a Studio and Control Room, 12 Avid suites, Audio Mixing, and Audio Sweetening.

Diversified also built 3 "Black Box" rooms. These rooms have a rear projection system that is 100" diagonal. They each have a complex Crestron system, host 5.1 surround audio, and can manage a variety of signals from throughout the building.

