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# Engage supplies Christie videowall to London City Bloomberg Hub

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Engage Production has supplied technology and technical expertise to the world's first Bloomberg Hub, which has been unveiled at London City Airport (LCY). Engage supplied a digital display, media wall with audio distribution, as well as all the hardware necessary for technical integration.

The Bloomberg Hub provides timely and relevant news, data, and information within a visually compelling, technology-driven space.



Watch the video here:



[First Bloomberg Hub Now Open for Better Business Travel](#) from [Bloomberg Marketing](#) on [Vimeo](#).

“It’s a great privilege to be asked to work with Bloomberg again, particularly on such a big project and a world’s first at that,” commented Steve Blyth, managing director of Engage. “Around 3.4 million passengers travel through London City Airport each year so it’s a buzz to think that so many people will be benefiting from the displays we’ve provided.”

The media wall is the heart of the Lounge: a vast, vivid digital canvas delivering essential travel information, market-moving news and analysis, relevant data, Bloomberg Television and rich promotional content. Comprising 12 55in Ultra HD Christie screens, the media wall is 7.3m long and 3.1m tall. It displays a mixture of curated Bloomberg content that has been selected, programmed and designed with the business traveller in mind. It features dynamic data including market prices, news summaries, rankings, indices, weather and charts as well as topical photo stories sourced from Bloomberg Media.

The digital display comprises six 55in ultra HD Christie screens and is the first experience the traveller encounters at the top of the escalator en route to border control. The combined length of the tickers is 130m, the screens being made of 4mm pitch LED.



Dan Doctoroff, Bloomberg's CEO explained: "LCY's customers are business travellers who value the things Bloomberg does best: providing accurate, relevant and timely information that helps them make better business decisions. The Bloomberg Hub at LCY is a great example of this; it is our biggest brand initiative worldwide and reinforces our continued investment in London as a leading global financial centre."

Matthew Hall, LCY's COO, added: "The arrival of the Bloomberg Hub in the LCY departure lounge furnishes our passengers with a new level of service – that of up-to-the-minute data and information – which reflects the moves we're making towards managing the passenger journey through the use of technology. The agreement we have with Bloomberg reflects a burgeoning strategy of working with high-profile, global brands to deliver relevant content and added value to passengers as part of the airport experience."

Maureen McGuire, chief marketing officer, Bloomberg, said: "The Bloomberg Hub is an innovative and exciting customer experience that embodies the Bloomberg brand – a distinctive, dynamic network of information, technology and ideas. It delivers timely, valuable news and data to London City Airport's business travellers, many of whom are our clients and prospects."

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