



Corporate Communications Samples

NYSE Euronext, the world's leading and most liquid equities exchange group, has invested in a renovation of the main visitors VIP lobby of the New York City landmark building. While some of the architecture echoes the New York Stock Exchange's historical roots, the technology takes a step toward the future with an unprecedented, 60' x 8' high media wall installation.

A single wall of tinted glass, this media wall matches some of the more traditional nickel finishes in the space. Behind the glass is a series of LCD screens, which are tiled to make one continuous screen that serves as a display for various NYSE message content. The content is fully editable in a framework of fully customized graphics that were developed by some of the world's foremost designers and programmers.

One of the main designs will represent all the ETP Issuers that list their products on NYSE Arca. Floating from right to left on the display, company logos will travel on a path that follows visitors as they enter the space and walk through to the elevators. As they walk the lobby, visitors will be immediately struck by the sheer scale of the NYSE and just how many of the world's leading companies have put their trust in them.

