

HOLLYWOOD & HIGHLAND CENTER

CASE STUDY

Overview

Client Name

Hollywood & Highland Center /
Kodak Theatre

Industry Sector

Advertising: Outdoor

Location

Los Angeles, California

Applications

Third Party Advertising
Upcoming Events and
Shopping Center Promotions

Software

Scala 5 Suite

Display Technology

Barco & Multimedia LED
Technology

Zero-In Services

System Implementation,
Network Operation, Hardware
Maintenance, Content
Development, Traffic Management
& Playback Reporting

"The Zero-In team delivered our property a world-class solution that was necessary for such a high-profile advertising network like ours." – Annette Bethers, VP, Marketing & Strategic Alliances.

Client Overview

Hollywood & Highland Center, located on the famous "Avenue of the Stars" on Hollywood Boulevard, is one of the most famous entertainment and retail venues in the world and the home of the world-renowned Kodak Theatre. With Times Square-style excitement and clear views of the Hollywood sign in the background, the Center attracts over 10 million visitors annually to their fine restaurants, eateries, attractions (including a bowling alley, cinema and nightclubs) and wide variety of shopping, such as Gap, Bebe, Fossil, Guess, American Eagle, Oakley, Sephora, Victoria's Secret and Virgin Megastore. The Center, which is also the glamorous host location of the Oscars, is not just a mall, but a destination spot for Southern California visitors and Angelenos alike looking for a day or night out in the heart of the world's entertainment capital.

Project Scope

Hollywood & Highland Center is a large complex which sits at the intersection of Hollywood Boulevard and Highland Avenue, where an estimated 140,000 motorists and 75,000 pedestrians pass by daily. The property's management team, CIM Group, wished to capitalize on this large audience by selling third-party advertising and promoting Center events and promotions as well as Kodak Theatre performance listings. A decision was made to utilize a web-based network of three large LED boards:



- Zipper – An 88-foot-wide Barco full-color video board that wraps around the property at the Hollywood and Highland intersection.
- Marquee – A large Barco portrait video screen that sits at the entrance of the Kodak Theater
- JumboTron – An enormous multimedia full-color LED screen in the heart of the courtyard.

The property's management team, CIM Group, was seeking to upgrade their current system and engage with a third-party operator that would retain overall responsibility for the entire signage network, including network hosting, traffic management, content development services, hardware maintenance and playback reporting. Property management was further looking for a solution that would take into consideration on-site redundancy and disaster recovery plans to eliminate any downtime that could result in large losses in advertising revenue.

Zero-In Solution

The CIM Group team chose Zero-In to provide a complete solution for all of their digital signage needs. Zero-In was able to handle all of the challenges of the property's digital signage network using Scala 5 software. Zero-In implemented a system that minimizes downtime due to maintenance and

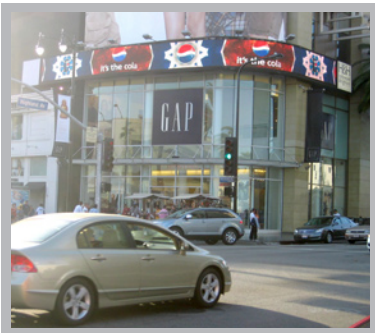




potential failure by installing a series of on-site controls for redundancy. Since the entire network is hosted on Zero-In's infrastructure, consisting of data centers on both US coasts for disaster recovery, the CIM Group management team now rests assured knowing that skilled engineers are monitoring their system 24/7. Zero-In is further responsible for hardware maintenance on the displays and works with both the LED manufacturers and crane crews to ensure that all screens are looking their best.

Zero-In also assumes daily traffic management responsibilities by working with the property's major advertisers—like Nissan, Pepsi, Gap, and Victoria's Secret—and their agencies, such as NPA, Outdoor Media Group, Chiat-Day and Omnicom, to ensure that all ads are running smoothly and according to schedule. At the end of the campaign advertisers are issued "proof-of-play" reports detailing where and when their ads ran to compare against contractual obligations. The Zero-In team is also responsible for most of the new content that has to be developed for Kodak Theatre and Center performances, events and promotions.

Annette Bethers, VP of Marketing and Strategic Alliances, says, "Our signage network is a critical communication tool that we use daily to deliver messages regarding Kodak Theatre and Center events and promotions. At the same time our network also represents a significant source of income from advertising. The Zero-In team delivered our property a world-class solution that was necessary for such a high-profile advertising network like ours." The Zero-In system now works closely with the CIM Group marketing team to ensure that marketing messages get updated quickly across the entire network. A process has even been set up for the Virgin Megastore to log in over the web to update store promotions in real time for CD signings and album releases.



Results

Zero-In consultants were able to meet the objectives set by the CIM Group team to deliver an affordable and stable web-based signage network that looks great and provides the property's marketing team the ability to update messaging quickly. Hollywood & Highland Center is yet another great example of how Zero-In can work with advertising clients to implement a quality Scala solution along with a full suite of complementary signage services.