

# Analog Way's Aquilon C Processor Drives New 8th Avenue Rooftop LED Spectacular for SNA Displays

Once again Analog Way has combined forces with [SNA Displays](#), one of their top high-end displays partners, to drive a new LED spectacular in midtown Manhattan. SNA Displays provided the rooftop digital billboard on the corner of 8th Avenue and West 42nd Street at 661 8th Avenue. The 64'7" x 84' billboard is driven by an Analog Way Aquilon C processor.

SNA Displays and Analog Way previously worked together on several projects, including the [highest-resolution LED screen in the history of Times Square](#): the massive wrap-around display at 701 7th Avenue (20 Times Square).

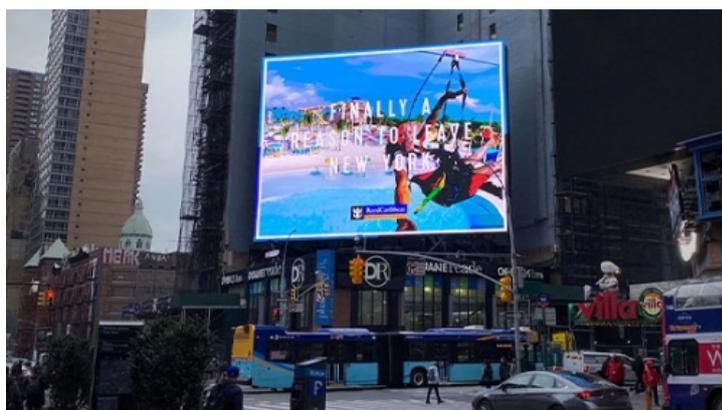
The new 8th Avenue spectacular features SNA Displays' EMPIRE™ exterior LED display product with an 8.0 mm pixel pitch and total of 7,872,000 pixels. The project cleared a number of hurdles across a span of several years on its way to fruition. SNA Displays and media partner BIG Outdoor worked with the New York City Department of Buildings to allow the rooftop display outside the special-use district. In addition, steel bracing and reinforcements were required to enable the structure to support the LED screen; SNA Displays teamed with North Shore Neon on the installation.



SNA Displays chose Analog Way's Aquilon C processor to drive two send units at full resolution for seamless switching, scaling and basic windowing capabilities.

"As we landed another LED spectacular in Times Square, we really needed to ensure rock-solid stability and performance for this marquee install. We've come to know that Analog Way delivers on these expectations, and, for this project, they clearly had the right solution," says Pat Green, Vice President of Systems at SNA Displays.

"Aquilon's 4K 60Hz processing with full 4:4:4 10 bit color space supported SNA Displays' captivating image quality while providing scaling, windowing, and true seamless transitions," notes Seth Teates, Analog Way's Regional Sales Manager. "The system's mission critical reliability with redundancy for power supply and other components were also a key factor in choosing this solution."



At SNA Displays Stewart Ives is Director of Systems and Pete Simon Director of Sales.



[Discover SNA Displays](#)

---

## About Analog Way

Analog Way is a world-leading designer and manufacturer of innovative equipment dedicated to the professional audiovisual industry. The company's portfolio includes a wide range of award-winning multi-screen presentation systems, media servers, event controllers and multi-format converters, designed to deliver uncompromising video presentation experiences to high-end staging and premium system integration. For 30 years, Analog Way has provided advanced processing technologies, which accommodate a large range of applications, from massive video wall installations to large corporate events worldwide. [www.analogway.com](http://www.analogway.com)

### Press Contact:

**Valérie Gérôme**

*Global Communications Manager*

Tel: +33 (0)1 81 89 08 73

[valerie.gerome@analogway.com](mailto:valerie.gerome@analogway.com)

**David Steinberg**

*Press contact for Amerias*

+1 646 319 8255

[golmar@me.com](mailto:golmar@me.com)