

Press release

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For immediate release

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Barco Helps American Eagle Outfitters Make an Impact with Opening of New Flagship Store in New York City's Times Square

Massive Multi-Tiered Barco-Powered LED Display Becomes New Visual Icon Amidst Times Square's Dazzling Display Advertising.

New York – 28 February 2014 – For American Eagle Outfitters, the popular retailer of trendy young adult clothing, the challenge of opening its new flagship store in Times Square involved far more than just creating an innovative in-store experience for customers. How could AEO stand out in one of the world's most concentrated and competitive retail locations, a place where visitors are dazzled by a plethora of spectacular visual displays and advertising signage? The answer was straightforward enough: leverage the store's distinctive exterior architecture through a new kind of visual display extravaganza that would grab attention from anywhere within Times Square and seize the role of dominant visual icon in this most iconic of urban settings.

To realize this ambitious plan, AEO turned to the Baltimore based Barnycz Group, a design group specializing in the creation of unforgettable, large scale interactive dynamic content environments. With world-class projects in its portfolio like the Crown Fountain in Chicago's Millennium Park and the Dubai Mall, the Barnycz Group brought the ideal mix of creative talent and technical chops to the project that AEO was seeking. "What we wanted to create for American Eagle in Times Square was a 'canvas' that put their brand and lifestyle out there front and center," remarked Danny Barnycz, company founder and president. "So we created this multi-tiered digital canvas that allows American Eagle to dynamically communicate its brands and advertise its lifestyle product offerings. It's like a Rubic's cube in that the displays can be set in limitless ways for limitless looks."

The exterior display eventually took the form of a stunning 12 faceted assemblage of LED panels that includes a display tower soaring 25 stories high. The total exterior display is almost 15,000 square feet in size. Once the design was set and the majority of technical issues resolved, the Barnycz Group was ready to turn the AEO dream into reality, and to do so, they chose Barco.

"We've had a lot of success with Barco over the years in both our domestic and international projects, and that's a big reason why we chose them as the LED panel suppliers for this project." noted Barnycz. "Barco really stepped up and put together a great team to get this project done and that's essential when you're working on something of this magnitude and importance" Barnycz added.



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To create the display, Barco engineers wrapped the building's exterior façade with 1441 Barco TF-20 LED panels, on 12 distinct geometric surfaces — for a total pixel count nearing 3.3 million covering 14,650 square feet. These weather-resistant panels are designed for rugged outdoor environments, with the ability to deliver 281 trillion colors with stunning clarity.

In the outdoor foyer, the ceiling is comprised of 1665 Barco OLite 612 modules, specially designed for optimum viewing at very close distances. To complete the visualization package, immediately inside the store is a bank of 21 Barco NSL-46 LCD monitors, arranged in a 3 x 7 array. Purpose-built for a near-seamless presentation, these monitors will allow content to be displayed in its native resolution, without any loss of image quality.

Any outdoors display must deal with the realities of exposure to direct bright sunshine and all types of weather. Russell explained that the Barco LED panels installed in the American Eagle sign use the industry's brightest LEDs, the result of a Barco proprietary design and plastic shader covering that acts like a sunscreen for each pixel LED to provide excellent color and contrast even when exposed to direct sunlight. These LEDs also set new standards for energy efficiency, an important cost saving consideration for American Eagle. "The Barco product family we've installed here uses about half the energy of the preceding products from us or the current products from our competitors," says Russell. "With almost 15,000 square feet of LEDs to light up on a 24/7 basis, that kind of energy efficiency represents substantial savings in operating costs to American Eagle."

As part of its store opening promotion, American Eagle plans to offer its in-store customers the proverbial "15 seconds of fame" by placing the customer's picture and appropriate text message up on the Times Square outdoor display for fifteen seconds. That allure, combined with the display's unique visibility factor that makes it visible from multiple viewing corridors within and outside Times Square, should create the impact and excitement that pulls in hoards of curious shoppers and reinforces American Eagle's image as a premier clothing brand for young adults.

"It's our belief that when you stand anywhere in Times Square, or even several blocks away on one the side streets, your eyes will be drawn irresistibly to the American Eagle display," says Danny Barnycz, who attributes a big piece of the project's successful implementation to the Barco products installed and the Barco Team who installed them. "I come from a rock and roll concert background where the show had to go on perfectly every night at a specified time, no excuses," notes Barnycz. "Barco is also deeply rooted in the live event business and what that does for them is instill a mind-set that it's going to be done right and it's going to be done on time. That's unique compared to other manufacturers and we prefer to partner with Barco because they share our passion for perfection and our sense of urgency in making deadlines."

About Barco

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with about 3100 employees worldwide. Barco posted sales of 638 million euro in 2009.

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