

# World Market Center Las Vegas

Harris Digital Signage™ Enhances World's Largest Home Furnishings Trade Show Complex



**World Market Center Las Vegas** is an integrated home and hospitality contract furnishings showroom and trade complex, covering 57 acres. With the recent opening of its newest facility, Building C, World Market Center Las Vegas now stands at more than five million square feet of space, exceeding the size of any trade merchandise mart in the United States.



When fully built, World Market Center Las Vegas will be the largest trade show complex in the world — 12 million square feet spanning eight buildings. The \$3 billion campus will showcase furniture, decorative accessories, gifts, lighting, area rugs, home textile and related segments, as well as the Las Vegas Design Center (LVDC), which is open year-round.

## CASE STUDY SNAPSHOT

### Customer

- World Market Center Las Vegas  
— Las Vegas, Nevada

### Industry

- Trade Show Complex/Home Furnishings

### Business Challenge

- Provide dynamic, up-to-the-minute information to serve attendees of the biannual Las Vegas Market event and customers of Las Vegas Design Center, a year-round resource for home and design

### Technology Solution

- Harris Digital Signage™ solutions, including
  - InfoCaster Creator™ content creation stations
  - InfoCaster Manager™ network management products
  - InfoCaster Player™ content playout devices



## Business Challenge

With more than 1,500 tenant and exhibitor brands and thousands of secondary brands, World Market Center Las Vegas is one of the fastest growing home furnishings markets in the country, bringing international buyers and sellers together in a unique global marketplace to fill the void between U.S.-based industry and the international market. The goal of the World Market Center project is to provide a permanent trade show complex with state-of-the-art technology that is well-suited to meet the needs of the home and hospitality contract furnishings industry.

Specifically, World Market Center sought to provide dynamic, up-to-the-minute information to serve two groups: attendees of the bi-annual Las Vegas Market event and customers of Las Vegas Design Center, a year-round resource for home and design located on the lower floors of World Market Center's Buildings A and C. Driving broadcast-quality graphics and live video/audio content to multiple screens — and thereby attracting and maintaining an audience — was the primary goal.

## Technology Solution

Harris Broadcast Communications and CoSign, a Las Vegas interactive systems developer, were chosen to create a comprehensive digital signage solution for World Market Center Las Vegas. Harris Digital Signage™ solutions were installed in each of the three buildings — Buildings A, B and C — comprising InfoCaster Creator™ content creation stations, InfoCaster Manager™ network management products and InfoCaster Player™ content ployout devices. In its role as interactive systems developer, CoSign creates the templates, produces video and banner ads, converts World Market Center content for use in the InfoCaster system, schedules the content, and maintains hardware and software.

*“... InfoCaster products are some of the most flexible systems on the market ...”*

*Robert Garity,  
President of Sales and Marketing  
CoSign*

In Building A (1.3 million square feet, 10 stories), which opened in July 2005, and Building B (1.6 million square feet, 16 stories), which opened in January 2007, the Harris Digital Signage system was chosen to replace the previous digital signage headend players and control equipment.

*"The strong history and industry expertise of Harris instilled a great deal of confidence in us ..."*

Tom Wackrow,  
Vice President of Construction  
World Market Center Las Vegas

Harris Digital Signage solutions were also installed in World Market Center's newest building, Building C (2.1 million square feet, 16 stories). In July 2008, the complete Harris Digital Signage system was rolled out during the grand opening of Building C, which occurred in conjunction with the 2008 Summer Las Vegas Market.

The Harris Digital Signage solution delivers a combination of live and scheduled audio/video content — including exhibitor and outside advertising, public relations, conference and event information, and day/time. The system allows World Market Center to acquire or create digital content and manage it

throughout the entire delivery chain — from a central site or multiple remote locations — on a TCP/IP network. With the InfoCaster Creator™ content creation stations, World Market Center can quickly acquire and create graphics, live video and dynamic data content. The InfoCaster Player™ devices — three in each of the buildings — synchronize and deliver content from multiple sources to remote displays spread over a network. InfoCaster Manager™ administers the content, permissions and schedules of presentations on multiple InfoCaster Player™ devices.

The InfoCaster digital signage products drive broadcast-quality graphics and video/audio content to more than 150 screens throughout World Market Center Las Vegas. The players drive VGA content via a Magenta MultiView CAT5 video/audio/serial switch to more than 150 Samsung 42-inch, 46-inch and 62-inch plasma monitors located throughout the facility.

"World Market Center didn't want a hosted solution, per se, but one that could be managed by CoSign off-property during most of the year, and then managed on-site during their bi-annual trade show," said Robert Garity, president of sales and marketing for CoSign. "As InfoCaster products are some of the most flexible systems on the market, it was a good fit."

**InfoCaster™ is the professional choice for operating digital signage networks, large and small.**





## Business Value

Today, World Market Center entertains and informs thousands of visitors with a digital signage network that has a broadcast-quality “cable news channel” look and feel. The many benefits of Harris Digital Signage™ — dynamic visuals (including live video/audio), flexibility, speed and scalability — were essential to the success of this facility:

- World Market Center hosts a number of special events throughout the year, such as seminars and concerts, which are broadcast live over the digital signage network. The live video cards installed in the InfoCaster Player™ provide broadcast-quality video, as well as other functionality, including the ability to build a template around the live video or drop a logo box in the corner.
- During World Market Center events — especially the bi-annual Las Vegas Market — content must be continuously updated. InfoCaster™ is extremely flexible and allows World Market Center to quickly change content, particularly adding/dropping any piece of content without affecting the other pieces. The system also allows operators to create crawls and change them “on the fly.”
- Other digital signage systems play loops of full-screen content that can look similar to an InfoCast, but they must be modified by a post-production facility, which can take hours or even days. InfoCaster™ can make necessary changes in seconds within a high-speed network.
- The World Market Center digital signage system is expected to become about 70 percent larger over the next five years, as World Market Center completes the addition of five more buildings. As there are plans for additional InfoCaster products to be installed as the expansion progresses, the system’s scalability is a key benefit.
- The InfoCaster system’s advanced management, scheduling and reporting/monitoring tools provide unprecedented control over the enterprise network.

“The strong history and industry expertise of Harris instilled a great deal of confidence in us,” said Tom Wackrow, vice president of construction, World Market Center Las Vegas. “The World Market Center project is expected to run through 2013, so it was critical for us to work with a vendor that we could depend upon to provide us with service and support for the long term.”

To learn more, please visit [www.broadcast.harris.com](http://www.broadcast.harris.com)

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