

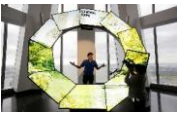



One World Observatory Highlights

The Hettema Group

Production Teams

	Entry Portal C1 Level	An attractive gateway marks the official entrance to One World Observatory. The gateway consists of a ticket check, followed by a security screening.	Adirondack Studios (Portal fabrication)
	Global Welcome Center C1 Level	The guest experience starts in the Welcome Lobby where a sweeping, dynamic world map highlights the hometown location of guests. A statistics ribbon generates real-time data about the number of guests per day, week, and month, along with miles traveled and most popular home country. A secondary screen features salutations in an array of languages.	Stimulant (Software Developer) Electrosonic (AV)
	Voices of the Building (Overall) C1 Level	An emotional media walk-through about the making-of 1WTC as told by the men and women who help build it. Note: 48 people were interviewed and over 24 hours of footage was collected. Media plays on a continuous loop for each beat. Please see approximate media times below.	Moustrappe (Media Content) Electrosonic (AV) Adirondack Studios (Faceted projection glass wall, faceted mirror wall, monitor frame, and custom bezel fabrication)
	Voices of the Building (Beat 1)	Introduction featured on a 9' x 24' faceted projection glass wall. Media length is approximately 3 minutes.	
	Voices of the Building (Beat 2)	Themes about teamwork (e.g. what makes 1WTC unique and construction challenges faced during Hurricane Sandy) are featured on one hundred forty five 15" square LCD displays. Note: Each LCD display is individually mounted at a different distance from the wall for an organic 3D effect. Media length is approximately 6 minutes.	
	Voices of the Building (Beat 3)	Prelude to Foundations featured on nine 55" LCD screens. Media length is 2 minutes.	
	Foundations B1 Level	Guests pass through an exhibit passageway lined with (replicated) bedrock, specifically Manhattan Schist. Projected facts focus on the eternal foundations of the building deep underground.	Dixon Studios -- subcontracted by Adirondack Studios (Rockwork)
	Skypod (Ascent)	Five dedicated elevators, termed Skypods, ascend to the 102nd floor in 47 seconds. Traveling at approximately 2,000 feet per minute, or 23 miles an hour, they are the among the fastest in the world. A time-lapse of the city unfolds on three walls of the elevator cab and spans 500 years of NYC's growth. Guests are treated to either a daytime or nighttime version of the show depending on hour of attendance. Note: In order to represent 500 years of growth in 47 seconds, 35,000 images were used to portray 2,000 historical milestones.	ThyssenKrupp (Elevator Fabrication) Blur Studio (Media Content) Electrosonic (AV) Yessian (Audio)
	See Forever Theater Floor 102	A two-minute show that encourages guests to see New York City from a different angle. It combines bird's eye imager, time-lapse shots with abstract textures and patterns to bring New York City to life in three dimensions, setting the stage for a dramatic reveal of the skyline. Note: Eight custom panels form a seamless 80-ft long dimensional screen.	LA Propoint (Screen Fabrication) Realisations (Media Content) Electrosonic (AV)

	<p><i>Sky Portal</i> Floor 100</p>	<p>One World Observatory is on top of One World Trade Center, the tallest building in the Western hemisphere. A large virtual portal gives guests the sense of standing on a 14 ft wide circular glass floor more than 1,250 feet above the city.</p> <p>Note: Live views captured by video cameras positioned on the exterior of the building stream across 24 large high definition displays.</p>	<p>Adirondack Studios (Portal Fabrication) Electrosonic (AV)</p>
	<p><i>City Pulse</i> Floor 100</p>	<p>Live "conciierge" stations located at the North and South corners of Floor 100 provide opportunities for guest interaction and up-to-date information related to sights visible on the skyline.</p> <p>Note: Ten high-definition monitors form an iris-like ring. Gesture tracking technology allows the City Pulse Ambassador, standing at the center of the ring, to control content with a simple wave of hand.</p>	<p>Local Projects (Interactive Design) Electrosonic (AV)</p>
	<p><i>Sky Pod (Descent)</i></p>	<p>Guests re-board the Skypods for another immersive, media enhanced elevator ride. This time however, they're surrounded by imagery that makes them feel as though they are breaking through the walls of the building and flying outside around it.</p>	<p>ThyssenKrupp (Elevator Fabrication) Blur Studio (Media Content) Electrosonic (AV) Yessian (Audio)</p>