

# TCS New York City Marathon

## New York Road Runners



A LEARFIELD COMPANY



### SCREEN SIZE INFORMATION / GENERAL INFORMATION:

Mobile Units: GoVision G4, 2G6, 2G10, 3G12, and G16 | Modular Units: GoVision GV10, GV6, GV5

### PRODUCT INFORMATION:

GoVision provided the New York City Marathon with an array of screens to fit their many needs. From 3' H x 80' W ground ribbons to our 'GoBigger' 19' H x 33' W Mobile Unit, GoVision provided enhanced entertainment for all spectators, participants, and even staff. GoVision set up 14 different screens throughout New York City to successfully reach more than a million spectators.

### THE GOVISION SOLUTION:

Digital Signage and Video Displays are integral to the event of this caliber, be it to transmit broadcast to spectators, convey emergency messages, or brand messages to all. The challenge of this project was being able to accomplish all of this throughout the length of the course. GoVision had screens everywhere, from the Starting Line in Staten Island, throughout the entire course, inside of the marathon exposition center, to the Finish Line in Central Park. All 14 LED screens were housed in public spaces; alongside streets, walkways, and even in parks, as opposed to the private event spaces for other rentals. GoVision successfully managed each of their screens to provide a safe, fun, and entertaining event.

### CLIENT QUOTE:

*"We love working with GoVision because they really know how events of this magnitude work. The TCS New York City Marathon is the world's largest marathon, it's one of the world's largest sporting events, and it is really one of the heart and soul days of New York City. We partnered with GoVision to make this the most technologically advanced marathon in the world. We're able to dazzle and amaze our spectators, our runners and even our staff with some of the amazing technology that GoVision brings to our event."*

- Graham Goetz, Broadcast Producer, New York Road Runners

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