



Fabricator
Multimedia LED, Inc.
Rancho Cordova, CA
(916) 852-4220

Designers
Kit Spelman
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Multimedia LED, Inc.

Client
FUSE TV

Selling Price
\$1.4 million

FUSE TV turned to Multimedia LED to create a state-of-the-art display at their street level studio in Midtown Manhattan. The system includes two sets of full-motion LED channel letters spelling "FUSE", consisting of more than 14,000 pixels. The letters are 7-ft. tall and each set is 17-ft. wide for an approximate total of 34-ft wide, hung on a radius at the corner in front of the studio. Four 12mm high definition eVidia displays, 9 x 8-ft. high run synchronized animation and live video content. The displays are bordered by a 34mm, 325-ft. long Blue monochrome ticker display.

