

## **Train Hall Big Screens and PIDs and Digital Advertising and Signage**

### **Program for the Moynihan Train Hall – RFI**

Title: Request for Information – Digital Signage and Advertising Program

Agency: Empire State Development

Division: MSDC

Date of issue: 01/10/2018

Due Date/Time: 02/01/2018 by 4:00 PM

Empire State Development (ESD) is issuing this Request for Information (RFI) to solicit vendor feedback on ESD's proposed implementation of a digital advertising and signage program for the approximately 250,000 square foot Moynihan Train Hall located within the super block bounded by 8<sup>th</sup> and 9<sup>th</sup> Avenues and 31<sup>st</sup> and 33<sup>rd</sup> streets that is part of the Pennsylvania Station complex used daily by more than 650,000 intercity and intracity rail passengers. Digital displays will be needed throughout the train hall complex, including large screens (outdoor scale) overlooking the main concourse, as well as smaller screens in passenger waiting areas, entries and other circulation areas. Information requested in the RFI may include, among other things, types of services available, legal and financial structures, and technical hardware specifications, for current technologies and emerging capabilities, including, for example, interactivity with personal mobile devices.

ESD may use information received in this RFI process for preparation of requirements for a Request for Proposals or other procurement method as well as to provide insight into to various approaches for ESD to procure, design, implement and manage a digital advertising and signage program for the Moynihan Train Hall. There is no deliverable requested at this time. Please reach out to the designated project contact, Matthew Bradley, to discuss your organization's response.

#### **Contact Information**

Primary contact:

Empire State Development  
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Project Manager, Moynihan Station Development Corporation  
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Submit to contact:

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