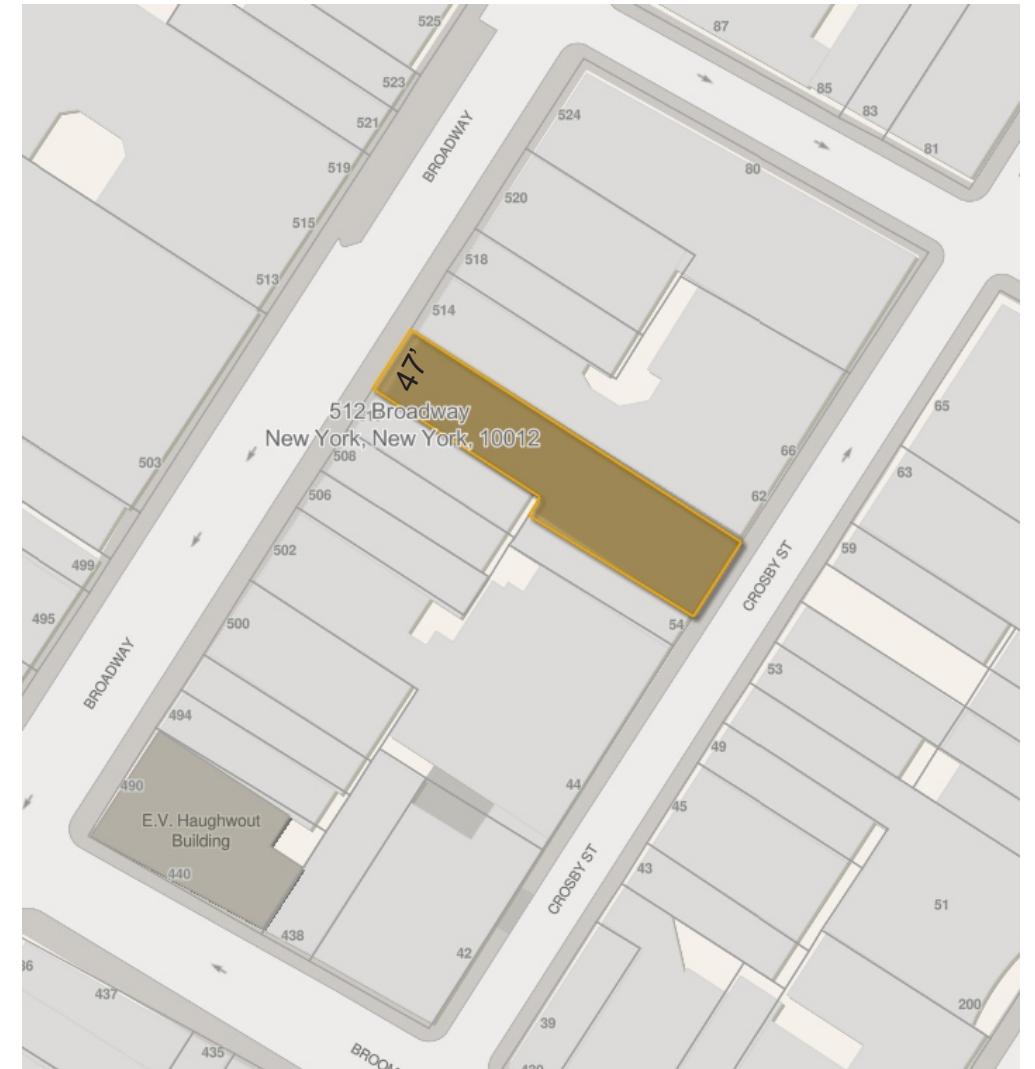


512 BROADWAY
NEW YORK, NY 10012
BLOCK: 483 LOT: 7502
BIN: 1007234



SOHO CAST IRON HISTORIC DISTRICT LP-00768

483-11, 13 #512-516

Commenced: 8/8/1881

Completed: 8/31/1882

Architect: Lamb & Wheller

Original Owner: Livingston, DeForest & Perkins

Original Function: Store

Facade: Brick and terra cotta

6 stories; 8 bays

Comments: Ground floor altered.

Building Type: Store

Original Use: Commercial, stores

NYC DOITT MAPS

CHANGES OVER TIME



DOF: MANHATTAN 1940'S TAX PHOTO 1939-41



LPC LUNA/ PHOTOS TAKEN AT TIME OF DESIGNATION, 1973
512-516 BROADWAY

CHANGES OVER TIME



LPC LUNA/ PHOTOS TAKEN AT TIME OF DESIGNATION, 1973
488-528 BROADWAY



512 Broadway
B BLK LOT
1 483 11

DOF: MANHATTAN 1980'S TAX PHOTO 1983-88

CHANGES OVER TIME



GOOGLE MAPS AUG 2013

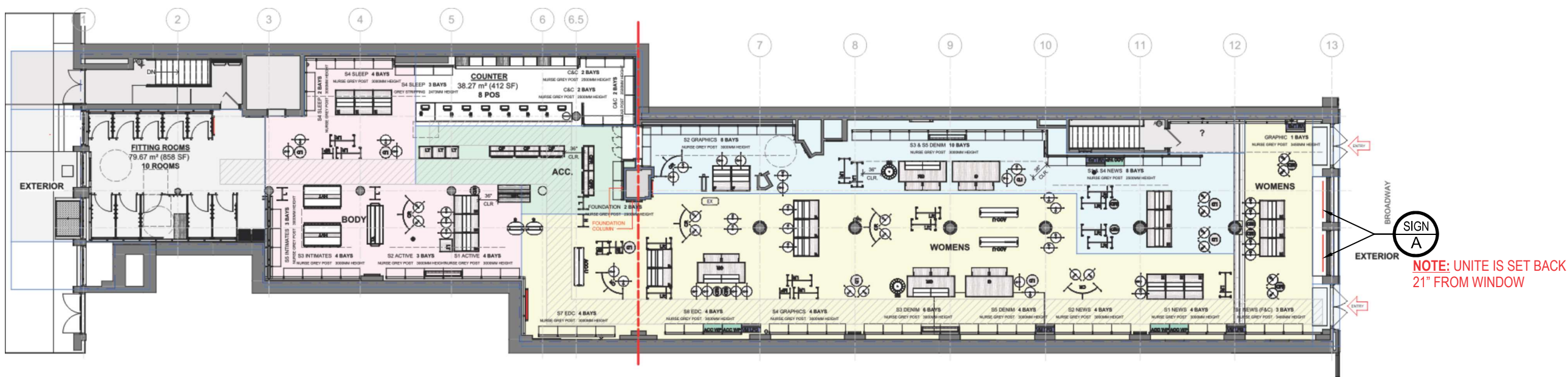


GOOGLE MAPS APR 2023

CURRENT CONDITIONS

EXISTING WALL SIGN AND AWNINGS
APPROVED BY LPC 23-11454, 7/28/2023





STOREFRONT ELEVATION

2

SCALE: 3/16" = 1'-0"

SIGN AREA: 118.125" x 78.75" = 64.6

WINDOWS AREA: 184.25" x 74.5" = 95.32

TOTAL % OF WINDOWS HEIGHT SCREEN TAKE UP:
118.125" BY 184.25" = 0.641 x 100 = 64.1%

TOTAL % OF WINDOWS WIDTH SCREEN TAKE UP:
74.5" BY 78.75" = 0.946 x 100 = 94.6%



EXISTING

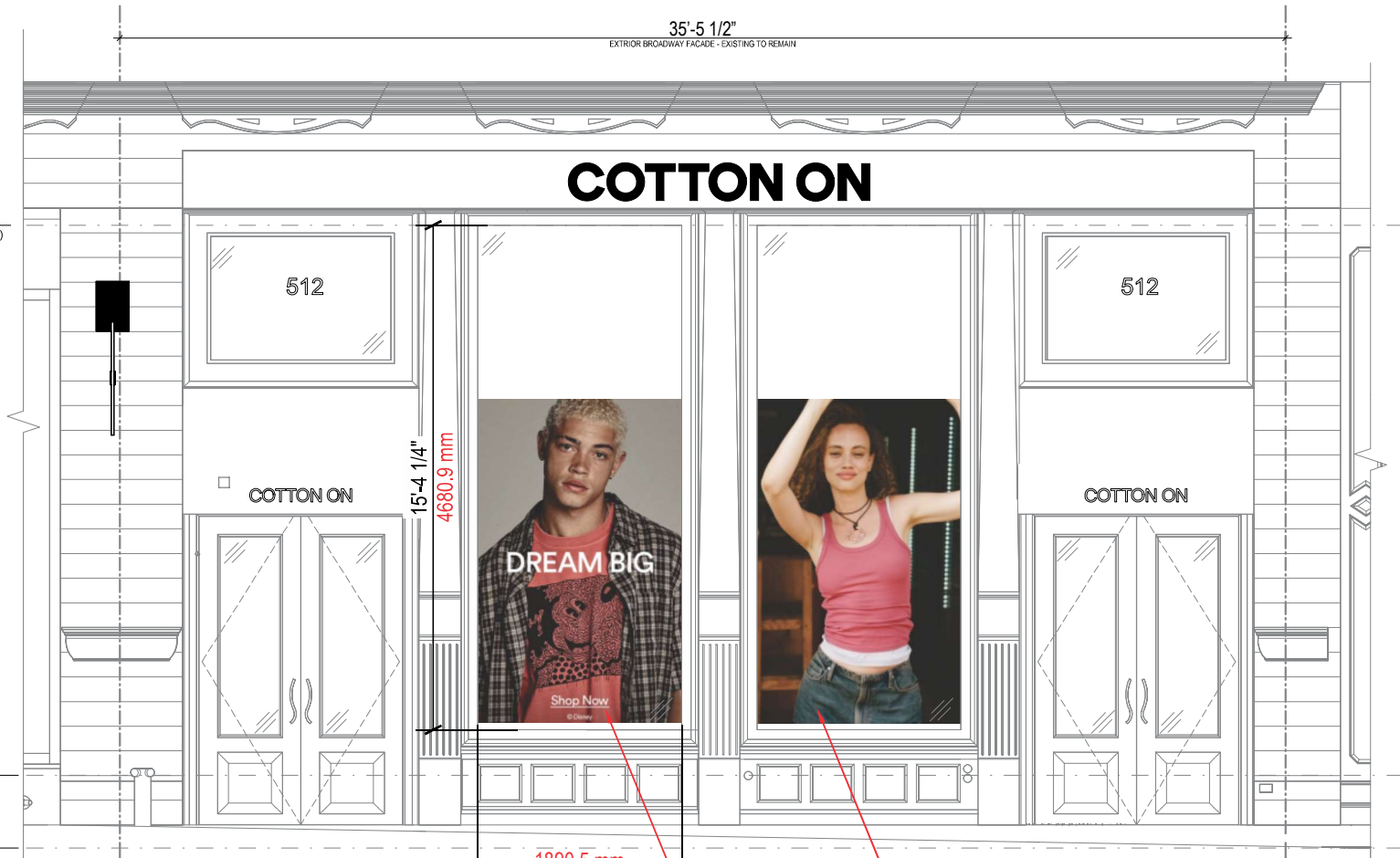


PROPOSED

T.O. GLAZING
16" - 8 3/4" (5097mm)

FLOOR FINISH
0" - 0" (0mm)

WEST FRONT
-2' - 2 1/2" (-673mm)



SIGN
A

NOTE: UNITE IS SET BACK
21" FROM WINDOW

ILLUM. TRANSPARENT LED DISPLAY SIGN WINDOW MOUNTED

A

SCALE: 3/8" = 1'-0"

QTY.: TWO (2)

SIGN AREA: 118.125" x 78.75" = 64.6 ⌘

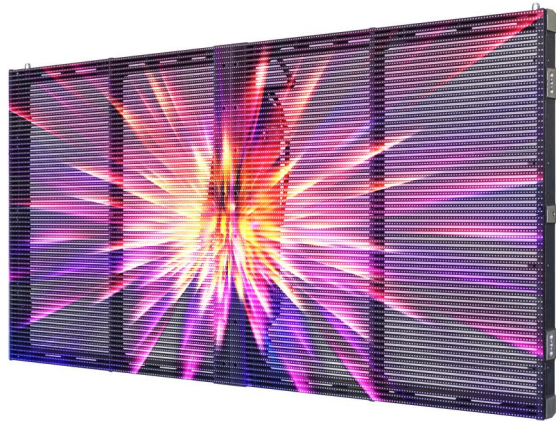
WINDOWS AREA: 184.25" x 74.5" = 95.32 ⌘

TOTAL % OF WINDOWS HEIGHT SCREEN TAKE UP:
118.125" BY 184.25" = 0.641 x 100 = 64.1%

TOTAL % OF WINDOWS WIDTH SCREEN TAKE UP:
74.5" BY 78.75" = 0.946 x 100 = 94.6%



NOTE: UNITE IS SET BACK
21" FROM WINDOW



LDOC10A series

Outdoor transparent display / DT3.9X7.8 / DT5.2X10.4 / DT10.4

Widely used in the outdoor public areas requiring strong daylighting and aesthetically pleasing designs, such as commercial complexes, retail stores, stations, showrooms, display windows, curtain walls, etc.

Features



Super Slim

7.5kg cabinet, up to 60% lighter than traditional one
36mm depth, no effect on space & load-bearing



Creative Freedom

max.15° convex & concave curving available
flexible shapes & designs at every scenario



Precision Install

modular unit & sturdy diecast aluminium cabinet
efficient engineering and seamless alignment



High Brightness

5000nits, visible under the glorious sunshine
eye-catching visual enjoyment experience



High Transparency

58% transparency, no effect on interior daylighting
exterior ample color saturation & display quality



Easy Maintenance

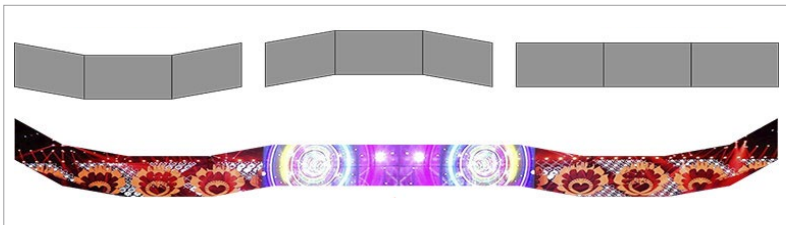
front & rear accessibility, quickly units replacing
efficient services, less operation & labor cost

* Best viewing distance, 4-10meters for T3.9x7.8 type, 6-14m for T5.2x10.4 type, and 7-20m for T10.4 type.

Highlights

Ideal Choice For Creativity

The series offer flexible solutions for both rental and fixed installation applications. Through the 7.5kg ultra lightweight cabinet and 15° concave or convex curving, the giant creative shape like wave, ring etc with border field of view and a more immersive experience can be created to bring the ideas to life.

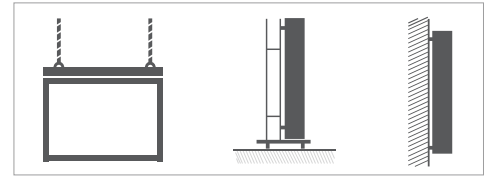


Examples for creative shapes

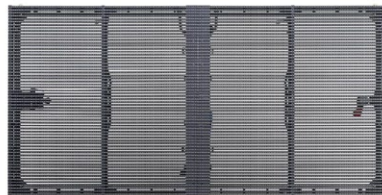


Simple Installation

Hanging, stacking, wall mounted installation accessibility. With neat cabinet designs, fast rotating locks, handles on the sides, it offers superb handling and easy assembly, saving operation time & labor cost.



Specifications



Item	LDOC10A - DT3.9X7.8	LDOC10A - DT5.2X10.4	LDOC10A - DT10.4
Pixel Pitch	3.9X7.8 mm	5.2X10.4 mm	10.4 mm
LED Type	SMD	SMD	SMD
Module Dimension (W×H)	500×250 mm	500×250 mm	500×250 mm
Module Resolution(W×H)	128×32 px	96×24 px	48×24 px
Cabinet Dimension(W×H×D)	1000×500×76 mm	1000×500×76 mm	1000×500×76 mm
Cabinet Resolution(W×H)	256×64 px	192×48 px	96×48 px
Cabinet Weight	7.5 kg	7.5 kg	7.5 kg
Cabinet Material	Die-cast aluminium	Die-cast aluminium	Die-cast aluminium
Brightness	4500~5000 nits	4500~5000 nits	4500~5000 nits
Gray Scale	16 bit	16 bit	16 bit
Refresh Rate	≥ 3840 Hz	≥ 3840 Hz	≥ 3840 Hz
Viewing Angle	H140° / V140°	H140° / V140°	H140° / V140°
Maintenance Access	Front/rear access	Front/rear access	Front/rear access
Ingress Protection	Front & rear IP65	Front & rear IP65	Front & rear IP65
Max. Power Consumption	800 W/m ²	800 W/m ²	800 W/m ²
Avg. Power Consumption	260 W/m ²	260 W/m ²	260 W/m ²
Transparency	53%	58%	53%

*The above parameters do not include process errors.



LDC10A series

Indoor transparent display / T2.6X5.2 / T2.8X5.6 / T3.9X7.8

Widely used in the indoor public areas requiring strong daylighting and aesthetically pleasing designs, such as commercial complexes, retail stores, stations, showrooms, display windows, curtain walls, etc.

Features



Super Slim

4.5kg cabinet, 50% lighter than traditional one
20mm thinnest part, free from space limitation



Energy Saving

130W/m² avg. consumption, 30% lower than normal
cost saving, environment friendly & sustainability



Precision Install

modular unit & sturdy diecast aluminium cabinet
efficient engineering and seamless alignment



High Transparency

72% transparency, no effect on interior daylighting
exterior ample color saturation & display quality



Easy Maintenance

easy solo operation, 150m² (1610ft²) per day
efficient services, less time & labor cost



Multiple Control

4G/WiFi/Windows/Android/iOS available
user-friendly, remote control any-where & time

* Best viewing distance, 4-10meters for T2.6x5.2 type, 6-14m for T2.8x5.6 type, and 6-14m for T3.9x7.8 type.

Highlights

Super Slim

The brand-new aluminium frame ensures extreme durability and super lightweight. The cabinet presents a minimum weight of 4.5kg and a depth of 62mm, with the thinnest part being 20mm, making it more than 50% thinner and lighter than traditional models.



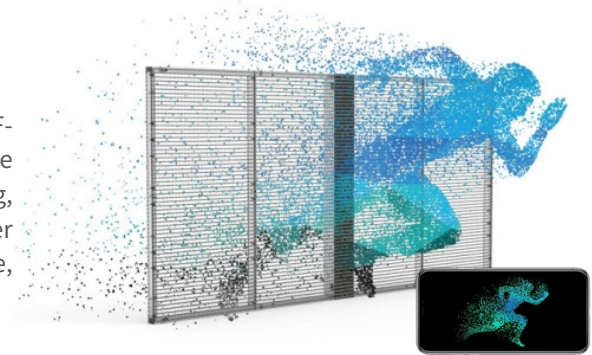
min cabinet weight,
solo operation workable

Weight/Depth
↓
than ordinary one

50%

Freedom to distance & devices

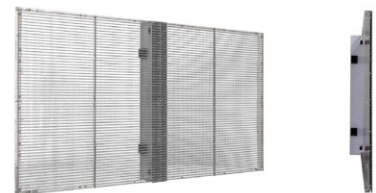
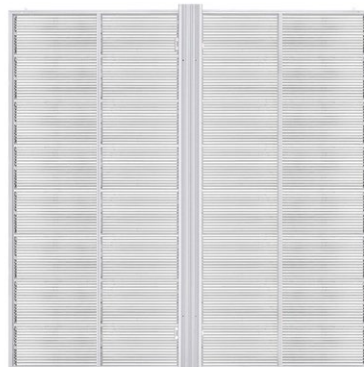
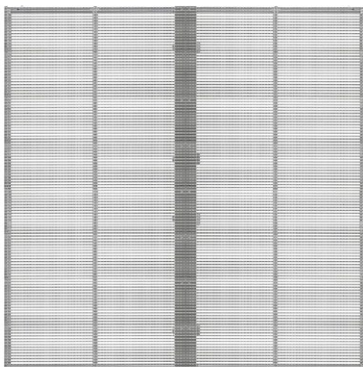
The series supports multiple remote controls including 4G/WiFi/Windows/Android/IOS etc. Working with specific system, achieve large-scale remote management of image switching, splitting, brightness, volume adjustment and so on, which simplifies user operation and eliminates the barrier between time and space, engaging audiences in a targeted and proper way.



Cabinets



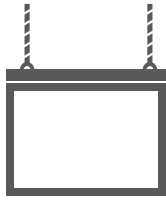
1000X500mm cabinet (white/black): T2.6X5.2, T2.8X5.6, T3.9X7.8



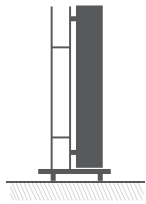
1000X500mm high transparency type cabinet:
T3.9X7.8, available with acrylic

1000X1000mm cabinet (white/black): T3.9X7.8

Specifications



Hanging



Stacking



Mounted

Item

Pixel Pitch
LED Type
Module Dimension (W×H)
Module Resolution(W×H)
Cabinet Dimension(W×H×D)
Cabinet Resolution(W×H)
Cabinet Weight
Cabinet Material
Brightness
Gray Scale
Refresh Rate
Viewing Angle
Maintenance Access
Ingress Protection
Max. Power Consumption
Avg. Power Consumption
Transparency

LDC10A - T2.6X5.2

2.6X5.2 mm
SMD
500×125 mm
192×24 px
1000×500×62 mm
384×96 px
4.5kg
Aluminium
3200~3500 nits
16 bit
≥ 3840 Hz
H140° / V140°
Front access
Front & rear IP30
800 W/m ²
240 W/m ²
55%

LDC10A - T2.8X5.6

2.8X5.6 mm
SMD
500×125 mm
176×22 px
1000×500×62 mm
352×88 px
4.5kg
Aluminium
4000-4500 nits
16 bit
≥ 3840 Hz
H140° / V140°
Front access
Front & rear IP30
800 W/m ²
240 W/m ²
55%

Item

Pixel Pitch
LED Type
Module Dimension (W×H)
Module Resolution(W×H)
Cabinet Dimension (W×H×D)
Cabinet Resolution(W×H)
Cabinet Weight
Cabinet Material
Brightness
Gray Scale
Refresh Rate
Viewing Angle
Maintenance Access
Ingress Protection
Max. Power Consumption
Avg. Power Consumption
Transparency

LDC10A - T3.9X7.8

3.9X7.8 mm
SMD
500×125 mm
128×16 px
1000×500×62 mm 1000×1000×62 mm
256×64 px / 256X128 px
5.5kg/11kg
Aluminium
1200 nits
16 bit
≥ 3840 Hz
H140° / V140°
Front/rear access
Front & rear IP30
600 W/m ²
200 W/m ²
55%

LDC10A - T3.9X7.8(High Transparency)

3.9X7.8 mm
SMD
500×125 mm
128×16 px
1000×500×62 mm 1000×1000×62 mm
256×64 px / 256X128 px
5.5kg/11kg
Aluminium
2500-3000 nits
16 bit
≥ 3840 Hz
H140° / V140°
Front access
Front & rear IP30
400 W/m ²
130 W/m ²
75~78%

LDC10A - T3.9X7.8(High Brightness)

3.9X7.8 mm
SMD
500×125 mm
128×16 px
1000×500×62 mm 1000×1000×62 mm
256×64 px / 256X128 px
5.5kg/11kg
Aluminium
4500-5000 nits
16 bit
≥ 3840 Hz
H140° / V140°
Front access
Front & rear IP30
600 W/m ²
200 W/m ²
55%

*The above parameters do not include process errors.

Applications





MEASUREMENT FROM GLASS 21.5"
MEASUREMENT FROM WALL 19"



INSTALLATION PICTURE
LED DISPLAY SIGN
INSTALLED 8/15/2023