



## **Destiny USA installs Daktronics LED rotating banner in atrium**

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Syracuse, NY Destiny USA has installed North America's largest double-sided rotating digital LED banner in its atrium area complete with a built-in sound system. The new Daktronics display brings a whole new level of engagement and entertainment to Destiny USA guests, retailers, sponsors and marketing capabilities.

"As New York's largest shopping destination with 26 million guests annually, we are incredibly excited with the opportunity to visually enhance both the guest and sponsor experience in a big way at Destiny USA," said Aiden McGuire, director of marketing, Destiny USA. "From fully immersive marketing content to interactive tenant and sponsor messages, we can't wait to leverage the LED banner in innovative ways."

Destiny USA's LED banner will hang 70 ft. from the commons level and rotate to ensure optimal visibility. Each side of the display will measure 21 ft. tall by 15 ft. wide.

Destiny USA's new LED banner is capable of live video and interactive marketing content. On-site Destiny USA events will be live broadcast to the LED screen along with weather, news, fashion tips and advertising.

Alongside the installation, Destiny USA has announced a "Destiny Doodle" digital art contest for children ages 0-12, encouraging children to create and share their digital works of art (i.e., drawings, sketches, coloring, paintings, photo or video in vertical, portrait format) with Destiny USA for the chance to have it displayed on the LED board mid-November. Digital submissions must be vertically oriented (not landscape) and can be submitted electronically only to Destiny USA via the Destiny USA Facebook page. Eligible submissions must be posted to the Destiny USA Facebook page, tagging Destiny USA and use the hashtag #DestinyDoodle. Entries will be accepted now through November 10.

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