



Design Service Project Review for The Hershey Company Times Square Store

A New Era Technology Project Highlight

Overview

The Hershey Company fully renovated their retail store in Times Square, New York City. New Era Technology was brought in during the design phases to coordinate a new distributed speaker system and fully design a professional grade video capture and streaming solution.

Occasionally, the floor of the retail space will be cleared and staged for company presentations and product announcements. To record these presentations, New Era's design incorporated motorized, high definition, PTZ cameras that lower from the ceiling into an optimal position to capture the demonstration and stream the video to Hershey's network and social media outlets. Additionally, the control of the cameras in the NYC store was extended to a video studio space in Hershey, PA.

Want to learn more about this solution or project?

Call us at 877-696-7720 or send an email to solutions@neweratech.com.