

next floor

Moving
Together



Business, recreation and the environment come together around people on the move. Join this issue of *Next Floor* on a journey from the skating rink to the top of the skyscraper and from the ski slope to the surface of the sea.



Schindler



The Bank of America Tower at One Bryant Park, New York City

Cover photo: Skyscrapers overlooking Bryant Park in New York City.

Next Floor is published by Schindler Elevator Corporation, Corporate Communications North America.

Correspondence: Schindler Elevator Corporation, *Next Floor* Editor, P.O. Box 1935, Morristown, NJ 07962-1935, uswebmaster@us.schindler.com.
www.us.schindler.com

3

Entertainment ... A Moving Enterprise

A message from Jakob Züger

4

A Study in Compatibility

The Bank of America Tower, One Bryant Park, New York

10

Just for the Sport

Stadiums ... monuments to our love of spectator sports

14

Splendor at Sea

Today's cruise ships are marvels of marine architecture and engineering

18

A Slippery Slope

Winter sports, putting the *brrr* in entertainment

20

Excitement Calls It Home

Las Vegas, the entertainment capital of the world

24

Reaching for the Stars

2000 Avenue of the Stars at Century Park, Los Angeles

26

Enlightened Entertainment

Museums ... perfect for the whole family

29

What's Your Safety IQ?

Take an elevator/escalator safety quiz

30

Schindler to Supply Two New World Trade Center Towers

31

Next News

Schindler news from North America and beyond

Entertainment ... a moving enterprise



Welcome to the latest issue of *Next Floor*. We look forward to your comments as we continue to explore the forces that shape our world and Schindler's contributions in developing innovative solutions to the challenges of urban mobility.

In this issue, we are exploring entertainment in all its forms ... from spectator sports to museums and from cruise ships to ski slopes. Today, the hectic pace of our lifestyles, coupled with an unsettled economy, makes it increasingly important that we take time to include recreation and relaxation in our schedules. Entertainment offers us the opportunity for much-needed diversion and the ability to recharge our energy reserves.

In these pages, *Next Floor* will visit stadiums across North America hosting all types of sporting events, concerts and performances, and the need for moving large numbers of spectators through these venues. We'll follow vacationers as they sail aboard magnificent cruise ships that offer every amenity and total relaxation. Skiers find their escape on the slopes of some of the most spectacular mountains in the world, while others thrill to the inevitable increase in excitement as they step onto a casino floor. And, while museums may not come quickly to mind when considering entertainment, they dramatically showcase advances in art, culture and science suitable for the whole family.

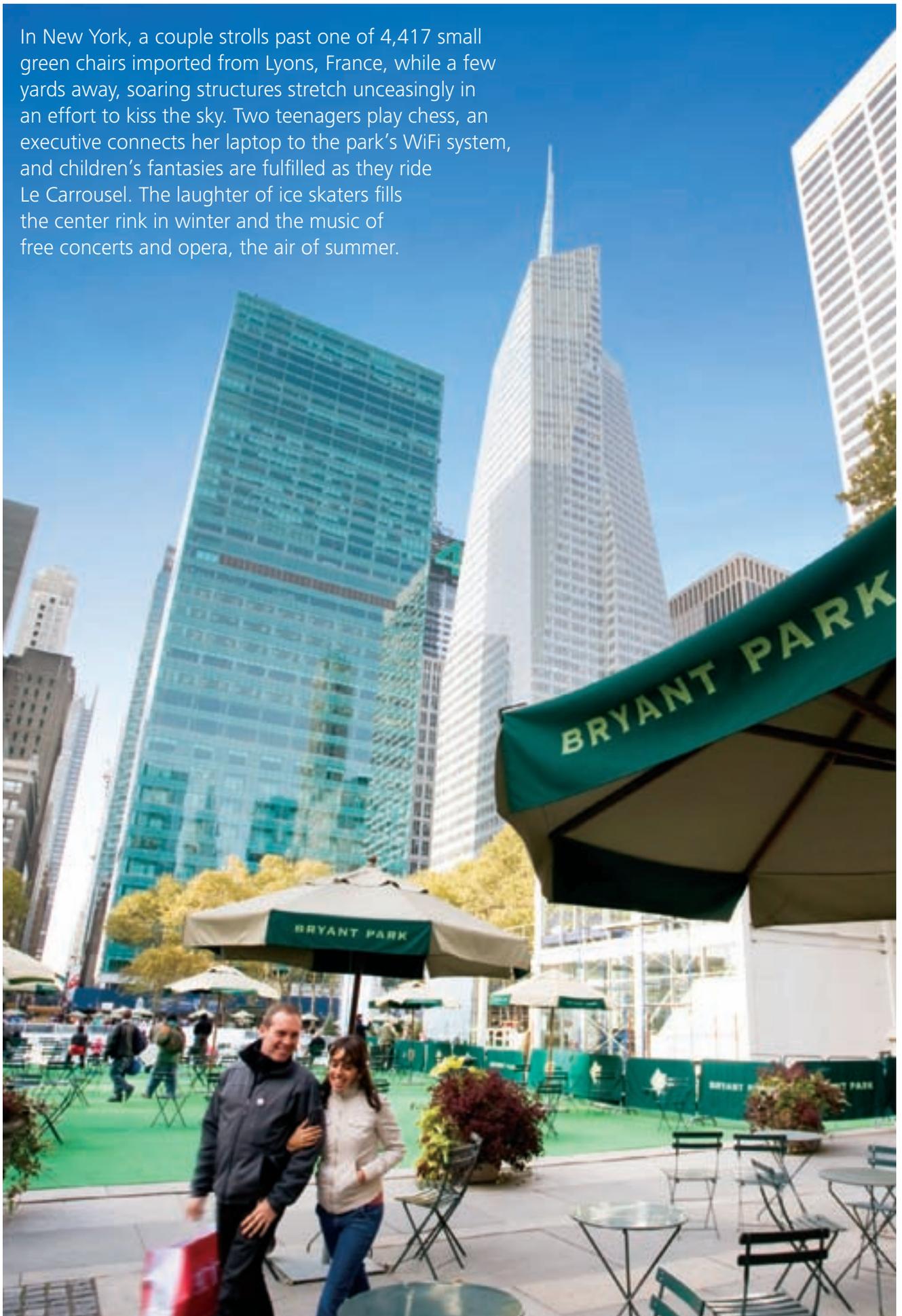
Notable on a journey through the world of sports and recreation is the emphasis on safety. Whether it's the equipment that protects our professional athletes, the bindings that save ankles on the ski slopes, or the life jackets reliably stowed in cabins as cruise ships sail out of harbor, safety is very much a part of entertainment. So it is appropriate that in this issue we will also offer suggestions for improved safety aboard elevators and escalators.

We hope you'll sit back, relax and find this issue of *Next Floor* an entertaining experience.

A stylized, handwritten signature in black ink, consisting of several overlapping, sweeping lines that form a unique, abstract shape.

Jakob Züger
Chief Executive Officer, Americas

In New York, a couple strolls past one of 4,417 small green chairs imported from Lyons, France, while a few yards away, soaring structures stretch unceasingly in an effort to kiss the sky. Two teenagers play chess, an executive connects her laptop to the park's WiFi system, and children's fantasies are fulfilled as they ride Le Carrousel. The laughter of ice skaters fills the center rink in winter and the music of free concerts and opera, the air of summer.



A study in compatibility



This 9-acre oasis in the heart of Midtown Manhattan is Bryant Park. Here time stops to refresh itself and reminds wistful visitors of the parks of Paris and Vienna. Here, too, one can daydream about George Washington's troops as they marched through what was then a field, or the dedication ceremony in 1894 when the park was named for the poet and journalist William Cullen Bryant. Patience and Fortitude, two powerful marble lions, serve as silent sentries beside the entrance to the New York Public Library that borders the park at one side, while a magnificent new structure, the second tallest in New York, rises adjacent to another. ►

The Pond at Bryant Park in New York City. Photo courtesy of Jose Luis R. Cortes.



► Building the future

The Bank of America Tower at One Bryant Park stretches 54 stories and 1,200 feet into New York City's skyline and stands as one of the most environmentally friendly buildings in the world. Designed by Cook+Fox Architects and built by The Durst Organization, One Bryant Park employs novel, ecologically sensitive systems and will be one of only a small number of skyscrapers to receive the coveted LEED® Platinum Certification.

According to Jody Durst, co-president of The Durst Organization, "Our vision was to construct not only the most environmentally responsible building, but the best building we could to meet the needs of our tenants." Richard Cook, a partner at Cook+Fox, adds, "As an architect, I think we must immediately and radically change the way we build buildings and cities. I hope that when people look at One Bryant Park they'll see an icon for the time when we started thinking fundamentally and differently about the environmental impact of a skyscraper."

Green inside and out

Constructed in large measure from recycled materials, the 68,000 cubic yards of concrete used in the building contain 40 percent furnace slag. This helped reduce the total amount of cement required, increased the material's strength and reduced the amount of greenhouse gases required for its manufacture. The steel used throughout contains 60 percent recycled material. Floor-to-ceiling insulating glass walls create a crystalline facade that conserves energy demand for air conditioning and lighting, while offering a view of its neighbor, the park below. Supply air coming into the building is filtered to 95 percent, resulting in exhausted air from the building being cleaner than when it came in. The building recycles every drop of rainwater, produces ice during off-peak cooling hours, and then uses the ice in what is called phase transition to handle periods of extreme cooling demand. It also produces 70 percent of its own energy from an on-site natural gas power plant.

Durst continues, "With each project, we learn better ways of doing things, and how to apply new and more effective technologies. The Durst Organization takes the philosophy that we have opportunities, when we're designing and constructing a building, to make it as advanced and environmentally responsible as possible." As Cook says, "When working on a really big scale, if you make little changes, they can make a big difference."



Jody Durst, co-president, The Durst Organization. Photo by Friedman Studio/ David Dooley, courtesy of The Durst Organization.



One Bryant Park, New York City



Trailblazing mobility

Schindler has also made a difference at One Bryant Park by installing some of the most technologically advanced elevator and escalator systems in the world to serve the needs of tenants and visitors. These include three Schindler 9300® Advanced Edition escalators and 52 Schindler elevators. According to Durst, “The passenger elevators incorporate the Schindler ID® destination-dispatch system with access control. Not only does this technology add to passenger convenience, it improves overall elevator system efficiency by reducing the number of trips significantly, saving energy in the process. And energy savings are an important consideration in LEED certification.” Another feature that contributes to the energy efficiency of the building is the use of Schindler regenerative drives that actually generate electricity in empty-car-up trips.

When one considers that commercial buildings account for 40 percent of total U.S. energy consumption, the importance of a building like One Bryant Park becomes apparent. And, while there is no doubt that some increased costs are involved in constructing an ecologically friendly skyscraper, “If we save energy, in the long run we’ll save vast sums of money,” adds Cook.



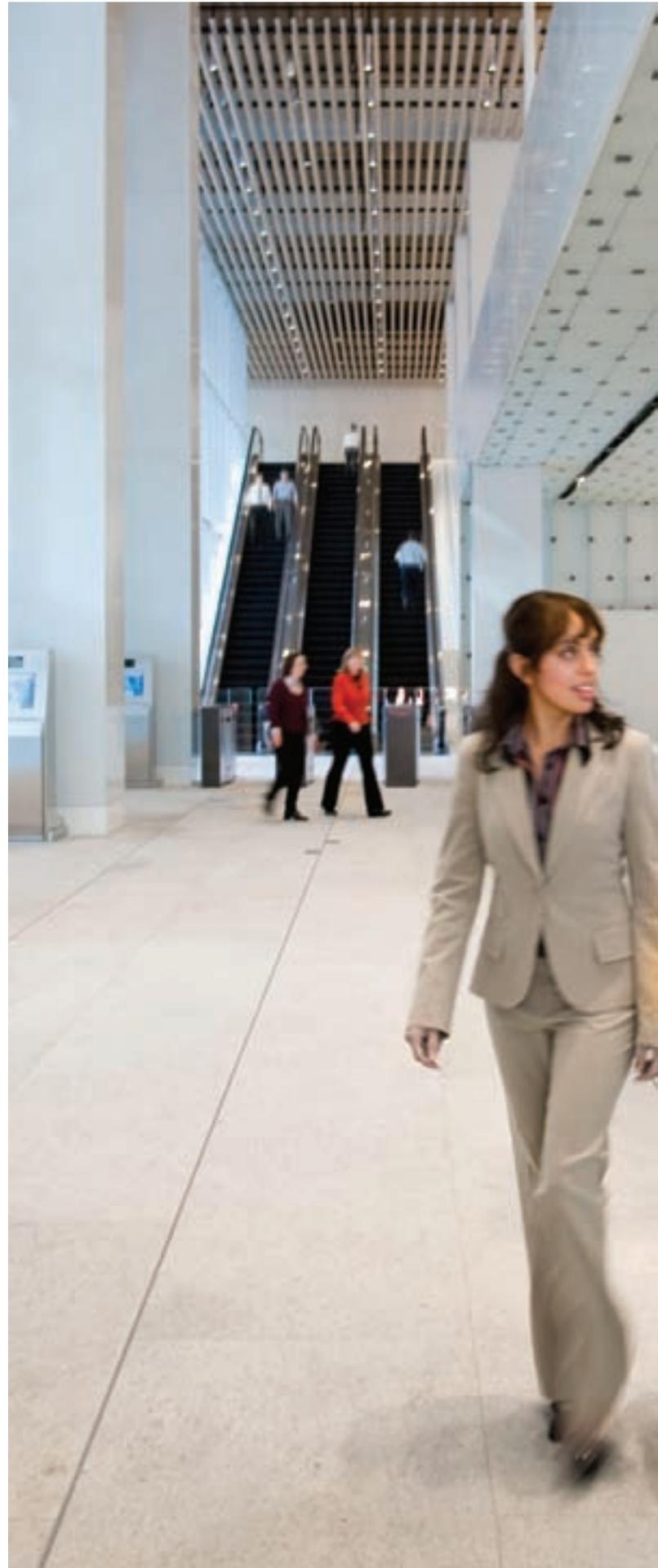
Schindler ID® destination-dispatch system with access control is gaining widespread use for enhanced building security. Passengers identify themselves with a badge, PIN code or other electronically readable device. The system automatically assigns an elevator car that conforms to their approved level of access.

“Beyond energy savings,” adds Durst, “we work to find ways in which the design and operation of the building improve employee productivity, reduce absenteeism and improve employees’ sense of well-being. For example, we went to great lengths to provide the higher air quality so that people feel the benefits of additional fresh air.” ▶



► **Convergence**

Two forces are intersecting at 42nd Street and Sixth Avenue in Manhattan — business interests and environmental conscience. The significance of One Bryant Park transcends the immediacy of its architecture and finds expression in heralding the beginning of a new era in building construction. This structure is emblematic of the cooperation that must take place between architects, contractors, material suppliers and building owners if we are to preserve our precious resources and achieve sustainability. It stands as proof of what is possible when concerns for our planet are combined with the interests of business. And, while One Bryant Park embodies an issue of global importance, it also fills the vision of the young couple seated on small green chairs imported from Lyons, France, while a few yards away soaring structures kiss the sky. ■





LEED
LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN

Leadership in Energy and Environmental Design®

(LEED) is the U.S. Green Building Council's effort to provide a national standard for what constitutes a "green building." LEED aims to improve occupant well-being, environmental performance, and economic returns of buildings using established and innovative practices, standards and technologies.

LEED assigns numerical scores in five categories:

1. Sustainability
2. Water efficiency
3. Energy performance
4. Material and resource use
5. Indoor environmental quality

And LEED has four levels of certification:

1. Platinum
2. Gold
3. Silver
4. Certified

One Bryant Park is LEED Platinum Certified, the highest LEED certification a building can be awarded.

Elevators and escalators can contribute to LEED certification through:

1. Efficient use of energy
2. Use of Forest Stewardship Certified wood in cab paneling
3. Recycling construction waste
4. Use of low-emitting materials in adhesives, sealants and coatings

LEED is a registered trademark of the U.S. Green Building Council.

Fast Facts

One Bryant Park's Environmental Goals

To build the world's most environmentally responsible high-rise office building, focusing on sustainable sites, water efficiency, indoor environmental quality, energy and atmosphere

To be the first high-rise building to receive the "Platinum" designation from the U.S. Green Building Council's Leadership in Energy and Environmental Design

Reduce energy consumption by a minimum of 50 percent

Reduce potable water consumption by 50 percent

Reduce storm water contribution by 95 percent

Utilize 50 percent recycled material in building construction

Obtain 50 percent of building material within 500 miles of site

Just for the Sport

Stadiums stand as monuments to our love of spectator sports. Some are constructed on a gigantic scale with the goal of hosting ever-larger crowds of fans, while others are designed to impart a more traditional feel and capture the spirit of a bygone era in sports history.



A growing number of modern stadiums protect their spectators with movable roofs, and others, while protecting fans, leave an opening over the playing field exposing the athletes to the elements. Regardless of their style, stadiums offer fans the opportunity to see their favorite teams compete on the playing field and share in the action that only live venues can deliver. Every stadium also presents challenges in moving large numbers of spectators to and from seating areas quickly and conveniently ... because it's all about getting into the game.

Boston's legendary stadium

It's America's pastime and if Boston wasn't already a city rich in history, it's also home to the oldest of all Major League Baseball stadiums, Fenway Park, constructed in 1912. Situated near Kenmore Square in the heart of the city, Fenway is a legendary ballpark rich in baseball history, having seen the likes of some of the game's greatest players, from Babe Ruth to Joe Cronin to Ted Williams, and having played host to several All Star Games and nine World Series. Home of the Boston Red Sox, Fenway Park is small by baseball stadium standards with a seating capacity of just under 40,000. More recently, the park has been a frequent venue for concerts with The Police and Neil Diamond among the list of featured performers.



Fenway Park is famous for its Green Monster, the 37-foot, 2-inch high left-field wall that's robbed many a batter of what would have been a home run in any other ballpark.

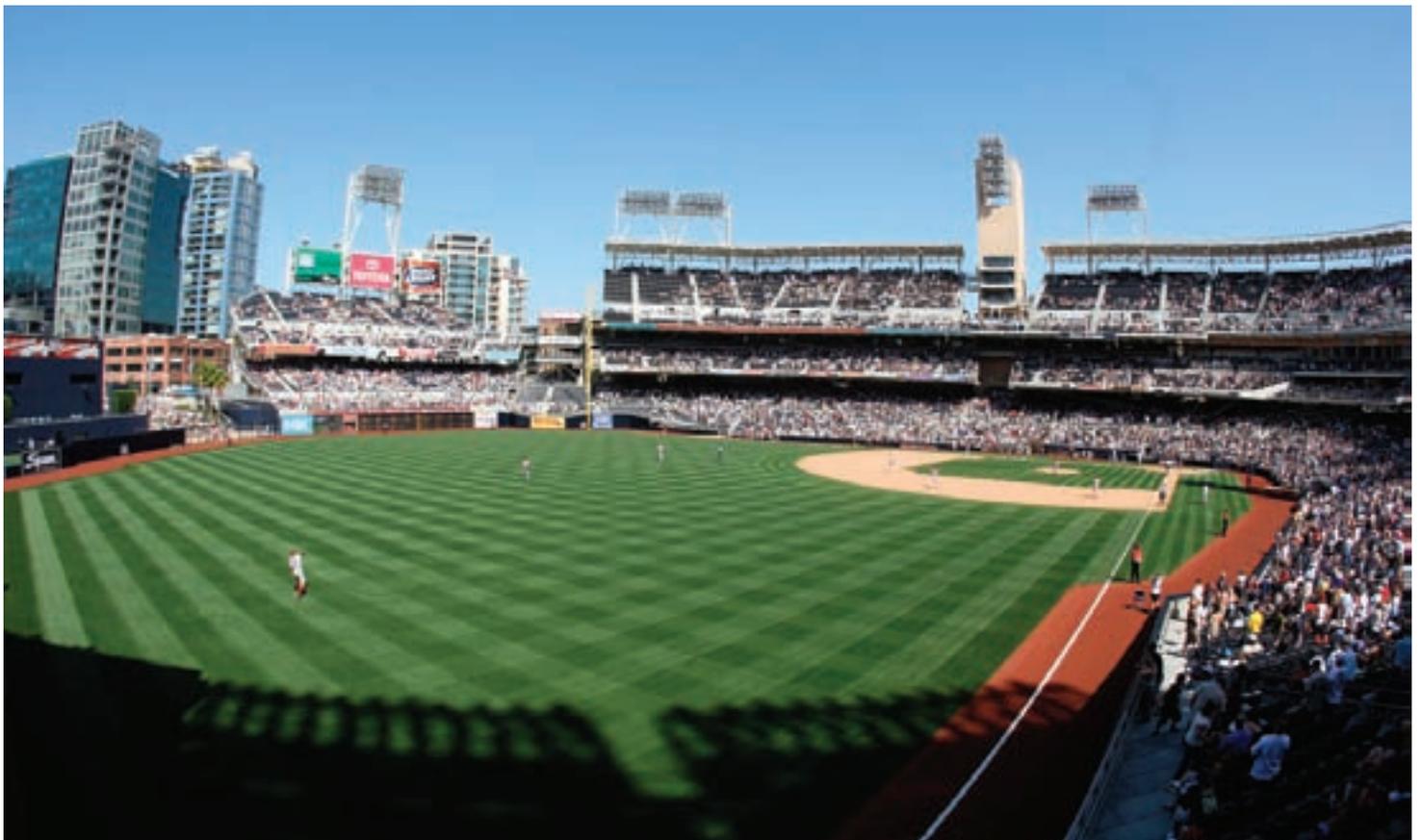
Given Fenway's long history, it's no surprise that it has undergone several renovations and expansions, and the stadium's seven Schindler elevators and three Schindler escalators have been fully modernized as well. All equipment upgrades were performed during the baseball off-season so as not to interfere with the progress of the games, while Schindler service and maintenance is provided throughout the year.

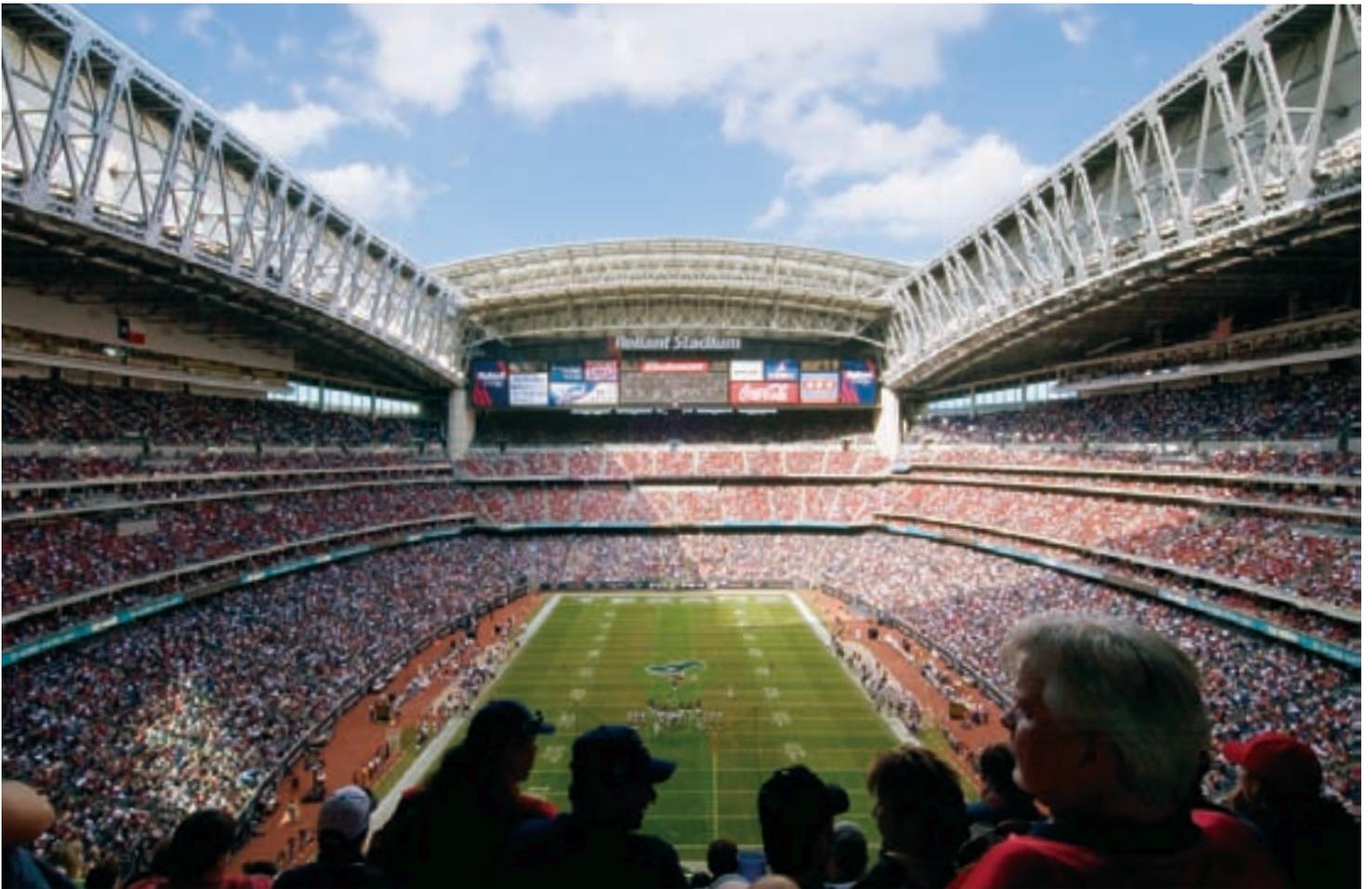
San Diego's home run

If Boston's Fenway Park reflects baseball's rich heritage, PETCO Park, home of the Padres, conveys its future. Instead of the "retro-era" design that became popular with many baseball stadiums, PETCO Park, which opened in April 2004, reflects the "feel" of San Diego with 42,445 ocean-blue seats, steel beams in the same white color of the sails on nearby boats, and an exterior of Indian sandstone capturing the texture of San Diego's beaches. And there's also a heavy dose of modern technology here as seen in a 30-by-53-foot video display that offers high-resolution replays, even in direct sunlight. Above the left-field stands is a 34-by-80-foot electronic scoreboard that displays cheer graphics, game and player statistics, and animations. PETCO Park is truly a distinctive sports venue, and if a batter takes a moment to enjoy the spectacular view from home plate, he'll generally head right back to the dugout shaking his head at yet another strikeout.



Construction of PETCO Park presented a number of challenges, including several that affected its 14 Schindler elevators and nine Schindler escalators. The design of the escalators demanded innovation. Tim Tromp, Schindler's lead application engineer, explains, "This project was challenging due to the many constraints. Not only did the escalators have to fit within the confines of the stadium, but each had to be laterally restrained to meet state of California seismic requirements. In addition, polycarbonate canopies cover the escalators and presented their own design considerations. We had to consider reams of wind-load data resulting from wind-tunnel testing and simulation to ensure a successful installation. Schindler 9300-20® escalators hit a home run at PETCO Park by accommodating seismic requirements, wind load and canopy design." ▶



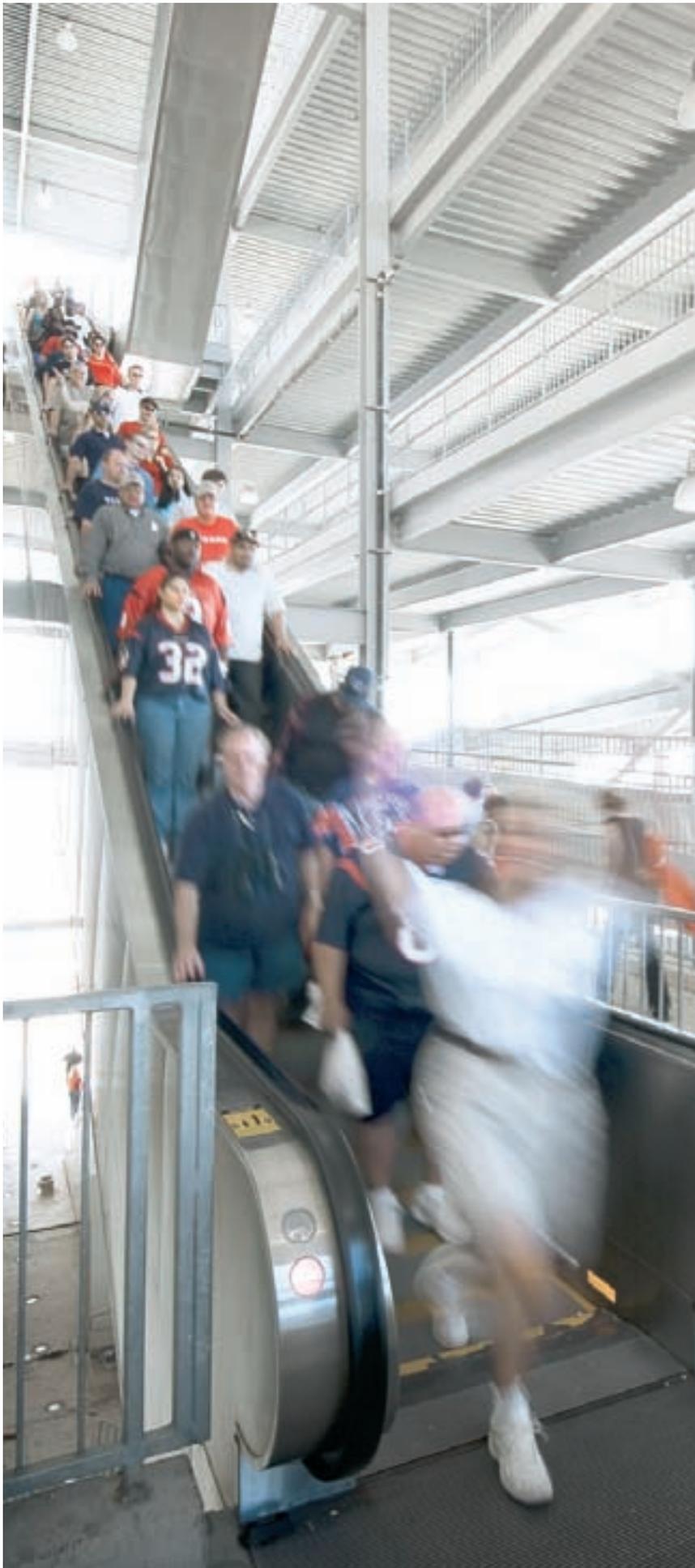


Houston's touchdown

When it comes to gridiron contests, some of the most avid fans can be found in Texas, and there's a good chance they'll be found in Reliant Stadium, home of the NFL's Houston Texans, and 17 Schindler elevators and 20 Schindler escalators. With a seating capacity of 71,500, a retractable-use venue serving a population of almost 4 million in the Houston area. This versatile stadium has played host to the Houston Livestock Show and Rodeo™, Super Bowl XXVIII, NCAA Division I Men's Basketball Championship Regional games and other attractions including the Rolling Stones, Ringling Bros. and Barnum & Bailey Circus, and Disney on Ice.



Photo courtesy of Houston Livestock Show and Rodeo.



Designed with a translucent fabric roof and extensive glazing, Reliant Stadium imparts an open-air feel during the day and an inviting glow at night. A special section of the stadium bleachers at the north end is referred to as the “Bull Pen,” where fans enthusiastically “connect” with the play on the field. Here, the energy is directed toward building team spirit and encouraging the entire stadium to make enough noise to inhibit the ability of the opposing team to hear the signals from their quarterback.

Reliant Center is a 1.4-million-square-foot exposition venue, with more than 706,000 square feet of single-level contiguous exhibit space. It hosts the Offshore Technology Conference, Houston Auto Show and the International Boat, Sport & Travel Show just to name a few. Schindler has recently been named to service the equipment in Reliant Center in addition to the equipment we serviced in the stadium, and now has two technicians located on-site, full time.

It’s all about moving ...

Sports move us, and in huge numbers. Schindler products and services efficiently move sports fans in and out of stadiums all over the world. As varied as the locations and configurations of these venues, so are the mobility solutions we provide. Whether meeting rigorous seismic requirements for stadiums located in earthquake zones, tight installation turnaround schedules or providing around-the-clock service ... Schindler’s solutions deliver reliable mobility. ■

Splendor at Sea

Today's cruise ships are marvels of marine architecture and engineering that express breathtaking design and embrace every amenity. Cruise ships more than 1,000 feet in length and weighing 150,000 tons routinely cruise the seas. Soon, newer ships weighing more than 200,000 tons, almost 2,000 feet in length and costing more than a billion dollars will sail the high seas. Designed with multi-deck atria and shopping "malls" glittering in glass and chrome, the interiors of these magnificent vessels inspire awe as they effortlessly transport their passengers to the world's most desirable destinations. These achievements in cruising vessels didn't happen overnight; they've been more than a century in the making.

Cruise liners began sailing the seas in the early 1900s, and Schindler has been a part of the growth of this tourism industry since 1920. From the beginning, ocean-cruising vessels have continuously become more luxurious, adding amenities like elevators, escalators and moving walks as ships grew larger in size. Since the turn of the new millennium, the construction of new cruising vessels has achieved a remarkable pace to meet the demands of millions of passengers each year.



The Carnival Conquest.
Photo courtesy of Fincantieri SpA.





The Queen Mary 2.
Photo courtesy of Cunard Line.

There's something energizing about a walk on the deck of a cruise ship. The expanse of the sea, its deep-blue color and the glint of the sun come together to highlight the beauty of our planet.



Welcome aboard

From the minute passengers arrive, they're encouraged to relax, whether at poolside or on deck, as their ship leaves the harbor. Cruising is all about relaxation, but it's also very much about entertainment. Spectacularly staged floor shows, featuring top international talent, glittering gambling casinos and pulse-pounding nightclubs delight passengers through the evening and into daybreak. As the sun rises, fitness centers, pools, ice-skating rinks, miniature golf, deck chairs, hot tubs and even rock-climbing walls await vacationers to fill their days with an endless menu of activities or leisurely relaxation.



And of course, there's the legendary cuisine. A cruise is the perfect excuse to abandon one's diet and attempt to navigate through breakfast, morning tea, brunch, lunch, midafternoon snack, dinner, midnight buffet and perhaps pizza in the nightclub at 3 a.m. It takes about 20,000 pounds of beef, 28,000 eggs, 8,000 gallons of ice cream and almost 20,000 slices of pizza to feed a 3,000-passenger cruise ship for one week. It's no surprise that when the crew and staff are typically introduced at the Captain's Ball near the end of the voyage, it's almost always the head chef who receives the biggest round of applause. ▶

► **The future has arrived**

The bridge of a cruise ship resembles a futuristic spacecraft. Advanced GPS navigation systems light up colorful LCD panels, along with screens devoted to monitoring every engineering section and operating function of the vessel. A simple joystick can be used to turn a 150,000-ton ship in a 360-degree circle ... virtually in place. So accurate are the GPS computer-controlled thrusters found on both sides of the bow and used in conjunction with articulated thrusters at the stern, that ships so equipped can be held in place without having to drop anchor ... and their position won't vary more than a few feet.

Elevators, escalators and moving walks aboard cruise ships also reflect technological advances beyond those found in stationary structures. While stabilizing systems render cruise vessels seemingly motionless on calm seas, the world's oceans can't be relied upon to remain calm at all times. For example, Schindler marine escalators are designed to withstand a 15-degree permanent sideways tilt, a 7-degree trim and acceleration of 0.8 g (g = force of gravity) vertically and 0.5 g horizontally. Maritime safety requirements demand higher standards of performance from every piece of equipment used aboard ships ... elevators and escalators are no exception.

Many new and refurbished vessels also enjoy the benefits of the advanced Miconic 10® destination-dispatch and Schindler ID® access-control systems. This next-generation computer-controlled technology allows passengers the ability to select the deck they desire from a keypad in the elevator lobby, and the LCD panel shows which elevator to use. When the elevator arrives, passengers just get on and are taken to their destination, typically in much less time and with fewer stops. Since fewer trips are required, there is less wear on equipment, and because the system is so efficient, it can even help the ship owner handle more traffic without adding extra elevators.

On the bridge of the Queen Victoria, the world's most advanced navigation technology is placed at the hands of highly trained and experienced officers. Photos courtesy of Cunard Line.



The Crown Princess.
Photo courtesy of Princess Cruises.



A Schindler E-Vision® system serves the navigation requirements of elevator passengers aboard ship.

Cruise ships are gigantic. Viewed from the dock prior to boarding, one wonders how 15 decks above the water line don't result in a ship that's top heavy. The good news is that most of the weight of a modern ocean liner is actually below the waterline, but the challenge remains to find one's way through what is often described as a floating hotel. Passengers often use their stateroom as a navigational reference, but learning which deck and where, fore or aft, their destination is located can be a bit confusing. A Schindler E-Vision® system solves this dilemma by displaying helpful information in the elevator indicating which deck one is on and listing all the venues on that deck.

It's how many decks up to the pool?

So passengers arrive at their stateroom on Deck Two, and now they're off to relax in the lounge with the best view up on Deck 15. This could present a serious challenge to their idea of relaxation, were it not for the fact that a Schindler elevator awaits them. A three-egg omelet at breakfast, lobster thermador at lunch and extra dessert at dinner can make a trip in formal wear from the restaurant in the stern to the theater 1,000 feet ahead in the bow, a bit daunting. Thankfully, there's also a Schindler moving walks.

Sail on ...

Schindler elevators, escalators and moving walks perform day in and day out aboard many of the world's passenger vessels, and Schindler's Marine division is a global leader in providing mobility solutions for the cruise industry. Whether it's a new ship being built or an older ship being re-outfitted or modernized to remain competitive, Schindler is there. And Schindler maintenance teams are located at ports of call throughout the world to service these majestic cruise vessels as they voyage to new destinations and new adventures. Sail on. ■





Whether one is a beginner or advanced skier, the majesty of snow-covered mountains pitched against azure-blue skies is nature's invitation to enjoy winter sports. The popularity of skiing, snowboarding and cross-country skiing is growing fast and likely to exceed 12 million participants in the U.S. and Canada in 2009.

A slippery slope

New ski resorts continue to be developed; technology is advancing equipment that makes it easier and safer to ski, while refinements in apparel continue to make winter sports more comfortable.

Isn't it all about getting down?

Some of the most spectacular venues in the world can be found in the Swiss Alps at resorts like Verbier and Zermatt. Both have the ability to bring more than 2,000 eager skiers per hour to the top of their thrilling downhill slopes in state-of-the-art gondolas and chairlifts. Getting to the lifts is made easier for vacationers because both resorts have installed Schindler outdoor escalators that have been specially designed to withstand the rigors of winter weather.



The Matterhorn in Switzerland serves as a dramatic backdrop as a Schindler escalator is brought to a mountain station where it was installed at an elevation of 7,500 feet. Helicopters are often used to deliver Schindler equipment to the ski slopes to avoid the narrow, sharply curved mountain roads.

More than meets the eye

Schindler outdoor escalators installed in winter sport venues feature a combination of special hot-dip galvanized trusses and select stainless steel components to protect against corrosion while step-band, comb plate and pit heaters are integrated to keep moving parts moving. And, as one might imagine, applying heat in winter will cause snow and ice to melt, thus special drains are employed to remove water. Outdoor escalators often carry heavy loads over long rises so more robust motors are employed, and since winter apparel can be bulky, escalator widths of up to 40 inches are often installed for added comfort.



Quintessence, Quebec, Canada



Château Beauvallon, Quebec, Canada

Oh, Canada

Well regarded as destinations for skiers are the many resorts throughout Canada. Tremblant, located in the Laurentian Mountains of Quebec, is home to two notable five-star resort hotels, Quintessence and Château Beauvallon, both situated on Lake Tremblant. With only 30 suites, Quintessence is small and elegant, and offers a variety of outdoor recreational activities, including canoeing, fishing and golf in summer, and skiing, ice climbing and even dog sledding in winter. Château Beauvallon is about twice as large as Quintessence but still considered small with only 70 suites. Constructed in 1942, Château Beauvallon rapidly became a party destination that earned a loyal following and today still reflects the charm of its original design. Both hotels also have another five-star element in common with two Schindler 330A™ elevators at each location that are ideally suited for low-rise installations.

On the Rockies

In the U.S., where there is an abundance of resorts to visit, Colorado has become one of the most popular destinations. Beaver Creek may not sound like a mountain location, but it's developed a following with World Cup racers who favor its 776 acres of groomed downhill slopes that start at an 11,000-foot altitude. Part of the Gore Mountain range, Beaver Creek is noted for its cozy, alpine village with shops and eateries to satisfy every vacationer's tastes.

Eight miles up the road is Vail, the largest ski resort in the U.S. With its pristine setting, its village that serves as home to shopping and dining, and its fabulous mountain, Vail has become one of the premier ski destinations in the world. It's also a year-round venue with a myriad of activities in the fall and summer.

Like their Canadian neighbors to the north, both Beaver Creek and Vail have Schindler in common. Beaver Creek has eight Schindler outdoor escalators, while Vail has two.

Whether it's Zermatt, Verbier, Beaver Creek or Vail, or dozens of other mountain locations throughout the world, Schindler escalators and elevators are hard at work helping skiers reach the summit so they can speed downhill ... and then repeat the process again and again. ■



The Beaver Creek Resort. Photo by Bob Winsett.



The artesian wells turned parts of the valley into green areas and led the Spanish explorers to name it Las Vegas, or the meadows. Today, it is also dubbed the entertainment capital of the world, having become famous as a destination for gaming, tourism and conventions.

Excitement calls it home

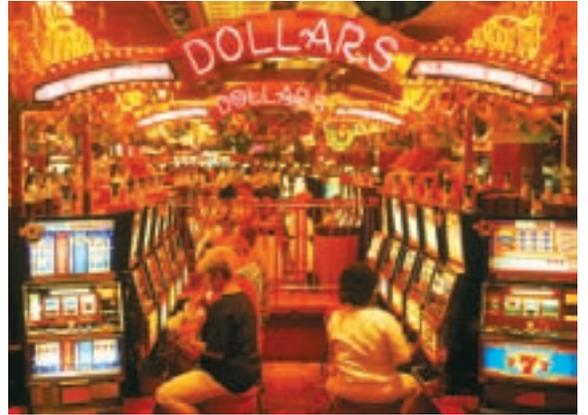


No visit to Las Vegas would be complete without exploring the Strip, home to its fabulous casinos, hotels and restaurants.



Let the gaming begin

There's a special music at casinos. It's the unique symphony of sounds from slot machines and their bells heralding winners, people shouting at craps tables, machines shuffling cards at blackjack, and bouncing balls on roulette wheels. There is nothing quite like the energy that envelops visitors as they step onto a casino floor. And packaging this feeling with top entertainment and world-class restaurants in a glittering city bathed in neon has made Las Vegas a premier resort destination. From the newly remodeled Golden Nugget, to the dazzling Paris, Tropicana and Imperial Palace, Schindler is proud to be a service partner to these casinos ... keeping guests moving at the speed of excitement. But, Las Vegas is also rapidly moving into a new world of commerce. ▶



From blackjack to slot machines and everything in between, whatever your game you'll find it on a sparkling casino floor. At night, Las Vegas comes alive as neon signs, floodlights and shimmering displays capture visitors on the move in search of entertainment and excitement.



► **Entertainment's in home furnishings, too**

For those whose interests focus on fashionable surroundings, there's excitement to be found at World Market Center Las Vegas. This state-of-the-art showcase for the home and hospitality contract furnishings industry is helping to make Las Vegas the fastest-growing home furnishings market in the country. World Market Center Las Vegas offers 5 million square feet of exhibit space in three buildings situated on 57 contiguous acres in the Las Vegas downtown district. Five more buildings are scheduled for completion by 2012 to bring total exhibit space to 12 million square feet.

Schindler keeps visitors on the move throughout World Market Center Las Vegas with a total of 86 escalators and 38 elevators.





Held each January, Consumer Electronics Show is the world's largest consumer electronics showcase, attracting 140,000 visitors. With more than 9 million square feet of exhibit and meeting space, Las Vegas is one of the most popular convention destinations in the world.

More than meets the eye

While Las Vegas is rightly associated with all manner of entertainment, it is also a vibrant residential and commercial center. With a permanent population of just over a half-million people within city limits, Las Vegas is an emerging urban area with many residents having been attracted by employment opportunities within the entertainment industry. And city fathers also have been working hard to attract commerce. The draw of a tax-friendly business climate and ease of incorporation have helped Las Vegas attract companies to its borders, and with an influx of banking, high-tech manufacturing and even the Internal Revenue Service, there has been an increase in high-rise development. Of course, many businesses have found Las Vegas to be an excellent and frequent meeting and convention site because of its entertainment offerings, with the thought also occurring that a permanent location would be equally advantageous.

Las Vegas was one of the fastest-growing areas in the country, with a rapidly changing skyline of new condominiums and hotels. Its arid, warm climate attracted retirees who could find work in the entertainment industry, while enjoying active lifestyles supported by abundant cultural resources. While Las Vegas' expansion has slowed somewhat, Schindler's involvement has increased. Visitors will find us in casinos, hotels, condominiums, commercial high-rise buildings and shopping malls ... everywhere mobility solutions are needed to keep this entertaining city on the move. ■



Photo right: Hiking trails through scenic canyons can be found just a few miles west of Las Vegas. Photo left: Those whose interests also include cultural venues will find ballet, dance and opera companies, regularly scheduled symphony performances, art centers and theater and choral performance groups within the city's borders. Photo copyrighted by the George Balanchine Trust, by John Hanson, courtesy of Nevada Ballet Theatre, Las Vegas, Nev.





Reaching for the Stars

Looking for the heart of the entertainment industry? Look no further than Los Angeles. Not only is its suburb, Hollywood, the home of the movies and countless celebrities, but Century City, one of its business districts, is named after the famous 20th Century Fox movie studio.



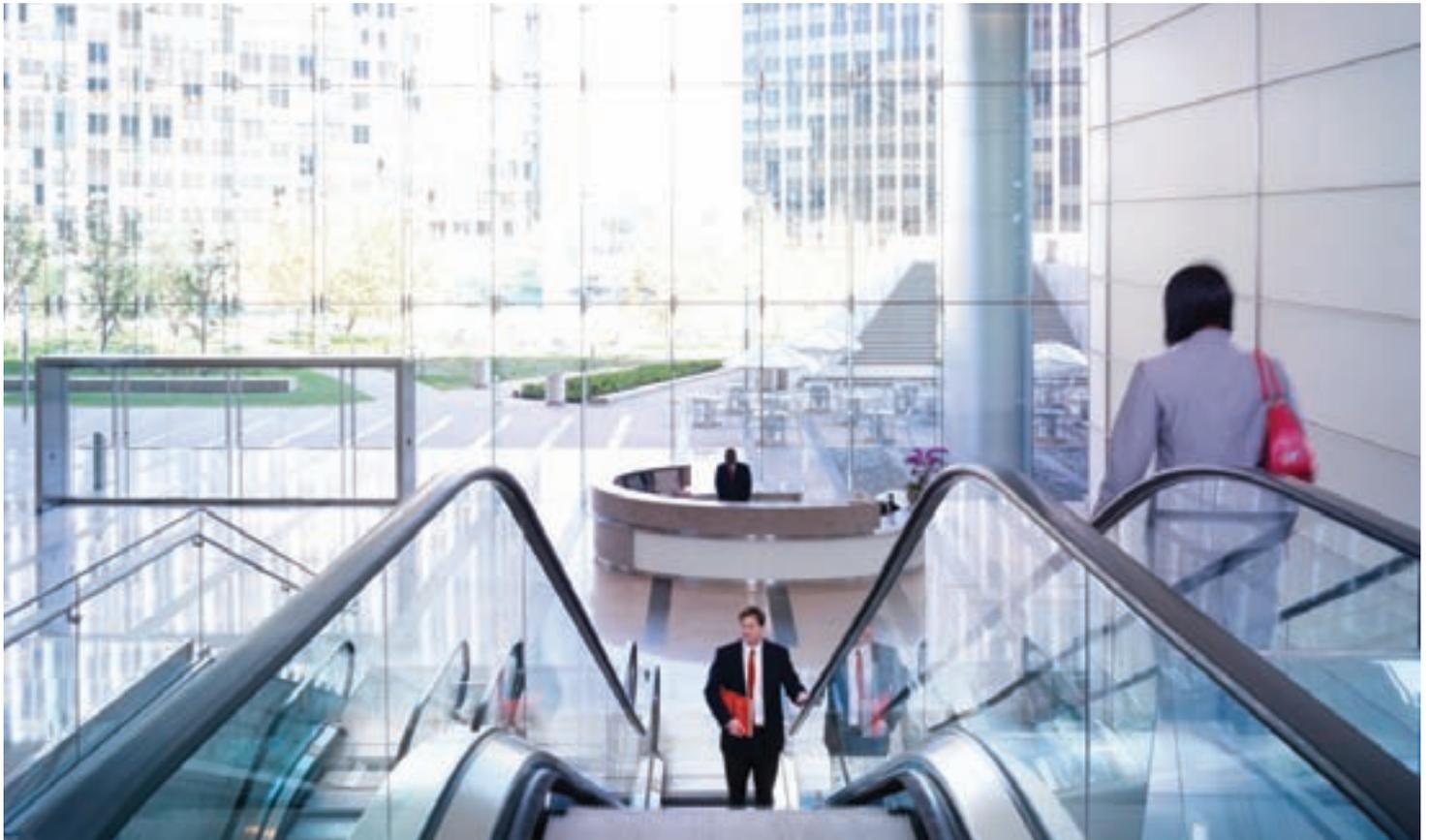
2000 Avenue of the Stars at Century Park is a dramatic landmark building located in the heart of Century City that offers a mix of office, retail, dining and public spaces. Situated on the site of the former ABC Entertainment Center, which relocated to the Disney Studio lot, the redevelopment and modernization project was undertaken in March of 2004. The construction project offered an opportunity to re-establish the site's importance as a high-profile commercial office destination and public space incorporating a beautifully landscaped outdoor plaza and centerpiece park.

The striking new design of 2000 Avenue of the Stars is meant to complement the neighboring luxury residential and office buildings — including the landmark Century Plaza Towers — that share this vibrant business area. An additional goal of the redevelopment project was to attract increasing numbers of pedestrians to the building's excellent retail and dining offerings. With this goal in mind, parking and mobility issues were given a top priority.



Green power

The building and park were designed by the Los Angeles office of Gensler, the global design, planning and strategic consulting firm. At Gensler’s direction, special accommodations were made to meet the needs of a tenant that required an independent bank of elevators. As additional space was opened and the new elevators were added, the mechanical, electrical and plumbing specifications were updated with an eye toward improving energy efficiency. The results have been impressive, with distributed energy savings of 15 to 20 percent achieved annually, along with a 20 percent reduction in annual water consumption.



2000 Avenue of the Stars’ main lobby looking onto the centerpiece park.

Fast Facts

2000 Avenue of the Stars

More than 787,000 square feet

12 stories

45,000 square feet of destination dining, retail and Promenade of Cafés

10,000-square-foot Cultural Pavilion

4-acre landscaped park

Signature 100-by-100 foot aperture at the center of building

17 Schindler 500A™ elevators

18 Schindler 9300® Advanced Edition escalators

Star power

With a tenant roster that includes prominent names in the entertainment, law and banking industries, it’s no surprise that the stars of the Schindler line, including 18 Schindler 9300® Advanced Edition escalators and 17 Schindler 500A™ elevators, were chosen to play the leading roles in transporting tenants, visitors and guests within this exciting building. One tenant even has three elevators that incorporate programmable fiber-optic illuminators that light up the side and rear walls of the cabs with dramatic changing colors.

Whether passengers are moving between art exhibits at the Annenberg Space for Photography and the casual and fine dining in the centerpiece park, or other destinations within this stunning structure, they are sure to be engaged by the beauty and sophistication of 2000 Avenue of the Stars at Century Park. ■

When one thinks about entertainment, museums may not spring first to mind, but they do entertain while they educate. Many of us are familiar with the great museums of art and history, but here we explore just three, each directed to a different audience and each with its own special character.



Enlightened Entertainment

Take a dip

The German Sea Museum, located in the port city of Stralsund on the northern coast, recently completed a new extension resembling sea-washed stones called the Oceanarium, where visitors can “submerge” into the underwater world. Consisting of 39 aquariums with fish indigenous to the North Sea, Baltic Sea and Arctic Ocean, the tour highlight is an awe-inspiring giant fish basin. Containing 686,847 gallons of water and a depth of 29.5 feet, the basin has a curved panoramic window for spectacular views of more than 7,000 fish, crabs and other sea inhabitants.

But before visitors “submerge,” they must travel to the top of the Oceanarium, and that requires the longest self-supported escalator in Europe, a Schindler model 9300-20® that spans 98 feet and rises to a height of 42 feet. The one-minute ride carries passengers past giant whale skeletons and offers an excellent view of the nearby seaport. The exceptionally long escalator was constructed without a middle support and features LED skirt lighting as a complement to the sweeping design of the Oceanarium.

The noted architect I. M. Pei, designed the Rock and Roll Hall of Fame and Museum with a 162-foot-high glass pyramid reaching skyward at its top and reminiscent of the pyramid he designed for the Louvre in Paris.



Schindler escalators add to the design of the Rock and Roll Hall of Fame and Museum by transporting visitors through a huge atrium adorned with hanging displays.

Rock on

It's widely held that Cleveland disc jockey Alan Freed coined the term "rock 'n' roll" and that Cleveland, Ohio, was the site of the first rock concert, so it's no surprise it's the home of the Rock and Roll Hall of Fame and Museum. Opened in 1995, the museum honors those who brought this musical style to life, from early pioneers like Chuck Berry and Little Richard to Jimi Hendrix, Led Zeppelin and enduring artists like the Rolling Stones, Carlos Santana and many others, including nonperformers. And, in addition to artists, the museum also explores the historical significance of rock and roll, the music as a cultural phenomenon and as an agent of change.

Schindler elevators bring visitors to each of seven levels, with the first five housing permanent exhibits on the historical development of rock and roll. The seventh level, atop the pyramid, houses temporary exhibits dedicated to recording artists, some of which have featured Elvis Presley, The Supremes, Bob Dylan and John Lennon as well as musical genres like hip-hop and psychedelic. Future exhibits will examine the role of women in rock and roll, and the impact of this style of music on social movements like civil rights. ▶

► New birth of freedom

It was November 19, 1863, when Lincoln delivered his famous Gettysburg Address. Contrary to Lincoln’s statement that the “World will little note, nor long remember, what we say here,” his words live on in the new Gettysburg Museum and Visitor Center in Pennsylvania. The center is the culmination of a \$135 million project that included renovation of existing structures combined with new buildings designed to achieve a LEED® for New Construction, Silver Rating, from the U.S. Green Building Council. It incorporates sustainable design practices and one of the largest geothermal systems in the U.S. to cut annual energy consumption and utility costs by more than 40 percent.

The park and museum are dedicated to preserving the character of the original battlefield, while offering visitors a deeper understanding of the meaning of Gettysburg and its place in American history. A featured attraction is the restored Cyclorama that was originally created in 1883-1884 by French artist Paul Philippoteaux. This colossal circular oil painting, appropriately named “The Battle of Gettysburg,” places the viewer in the center of Pickett’s charge of July 3, 1863, with a view of the battle from both the Union and Confederate sides.

There are 12 galleries in the museum with more than 300,000 artifacts and 700,000 archival materials. Interactive exhibits draw visitors into the history of the period. A film titled, “A New Birth of Freedom” adds dimension to the Gettysburg story, and serves as a complement to a visit to the museum and the battlefield.



The new Gettysburg Museum and Visitor Center, Penn. Photo by Tim Schoon Photography, courtesy of LSC Design, Inc.

Three Schindler elevators and two Schindler 9300® Advanced Edition escalators provide vertical mobility for visitors to this stirring museum. One of the escalators takes visitors directly to the Cyclorama viewing platform. To enable handicapped visitors to access the same viewing platform, Schindler, working closely with the state of Pennsylvania, created a custom-built elevator using a concept more commonly employed in rooftop systems. Special panels in the floor of the viewing platform open as the elevator arrives and close as it returns to lower floors to permit a totally unobstructed view of the massive painting.



A uniquely constructed observation platform affords visitors a 360-degree view of the spectacular oil-on-canvas Cyclorama painting.

Perfect for the whole family

The next time you’re in search of entertainment that’s also enlightening and suitable for the whole family, a museum makes an excellent choice. There’s a museum focused on just about every interest — from art and natural history to urban life and space exploration. You’ll even find a museum dedicated to the history of the elevator. ■

What's your safety IQ?

Take this quiz on elevator/escalator safety and find out!

Safety is an important consideration in all forms of entertainment ... from the equipment designed to protect athletes to the life vests aboard cruise ships. In fact, anytime people are moving, safety can be an issue. While some of the safety tips for riding on elevators, escalators and moving walks might seem obvious, here's a quiz to test your knowledge of safe practices.

QUESTIONS

1. The doors to an elevator are closing as you approach. To hold the doors open, use your hand or foot to prevent the doors from closing. T or F
2. The best way to get a stroller onto an escalator is to push the stroller on and leave it at an angle. T or F
3. The best way to exit an escalator is to have your shoes ride up on the comb plate. T or F
4. If an elevator stops between floors, you should push the alarm button, use the emergency phone in the car if one is available, and wait for trained help to arrive. T or F
5. Those walking on a moving walk should keep to the left. T or F
6. On a moving walk or escalator, children should check to see that shoelaces are tied before stepping on, always face forward, and keep hands and feet away from the sides. T or F
7. Escalators usually have alarm or emergency stop buttons at each end. T or F
8. Escalators can be used for freight provided the weight is below 200 pounds. T or F
9. When exiting an elevator, gender and age should dictate who exits first. T or F
10. If your hands are full with packages or luggage, choose a nearby elevator instead of the escalator. T or F

For more information on elevator, escalator and moving walk safety, visit www.eesf.org, where you'll also find a special program for children titled *Safe-T Rider*® and a program for senior citizens entitled *A Safe Ride*®. You can also find passenger and product safety information, along with tips for building owners and managers, by visiting the Schindler Web site, www.us.schindler.com, and clicking on the Safety Tips link under, "Our Commitment to Safety."



ANSWERS

1. False. Never place any part of your body or any objects between the doors to hold them open, as this could result in injury. Step back, and wait for the next car.
2. False. Never place a stroller on an escalator. It's dangerous; use the elevator instead.
3. False. Allowing your shoes to ride up on the escalator comb plate could cause injury. Instead, you should carefully step off, and avoid the sides.
4. True. Elevators have an alarm button, and many have telephones that can be used to call for help. Always wait for trained help to arrive.
5. True. On a moving walk, courtesy suggests passengers stand to the right and walk to the left.
6. True. Children (as well as adults) should face forward and hold the handrail with feet away from the sides and shoelaces tied. Small children should be held by the hand.
7. True. Escalators have emergency stop buttons at both ends, usually located on the lower right balustrade below the handrail. Always take a second to check the button's location.
8. False. Escalators should never be used for freight; use the freight elevator instead.
9. False. Although it may seem to be the polite thing to do, age and gender should not be used to decide who exits from an elevator first. Those closest to the doors should exit first.
10. True. When carrying packages or if your arms are full, it's always best to take an elevator.

SCORE

10 correct = Congratulations, you practice safe riding habits!
Less than 10 correct, please visit www.eesf.org and www.us.schindler.com to learn more about safe riding habits.

Safe-T Rider and A Safe Ride are registered trademarks of the Elevator Escalator Safety Foundation.

Schindler to supply two new World Trade Center towers



Schindler Elevator Corporation will supply 87 elevators and two escalators for two new towers on the World Trade Center site in New York City. Known as 175 Greenwich Street (World Trade Center Tower 3) and 150 Greenwich Street (World Trade Center Tower 4), the buildings frame the eastern side of a memorial space designated to remember the victims of September 11, 2001.



This artist's rendering, left to right, shows the Freedom Tower, Tower 2, Tower 3, Tower 4 and an aerial view of "Reflecting Absence," the National September 11 Memorial and Museum. Rendering by dbox, courtesy of Silverstein Properties.

The towers are part of a larger site which promises to revitalize downtown Manhattan, and were conceived by world-renowned architect and urban planner Daniel Libeskind. Tower 3 is designed by British architects Rogers Stirk Harbour + Partners, while the design for Tower 4 was awarded to the Japanese firm Maki and Associates. Both towers will be developed by Silverstein Properties, Inc.

"We are honored to be part of this historic project," said Jakob Züger, Schindler's CEO of the Americas. "Our products can be found in many of the world's tallest buildings, and we have a unique opportunity once again to show what our pioneering mobility solutions can achieve here in New York City."

Tower 3, at 175 Greenwich Street, will be 1,155 feet high, with 71 floors. In total, 49 high-performance Schindler elevators will serve the building. Next door, Tower 4, rising 975 feet, will have 40 Schindler elevators serving the 64-story building, including a podium with retail space. The fastest elevators in the towers will be capable of speeds of 1,800 feet per minute. Fully 85 of the 87 elevators will be Schindler's top-of-the-line high-rise elevator system, the Schindler 7000™.

Both towers will be equipped with Schindler's state-of-the-art Miconic 10® destination-dispatch and Schindler ID® access-control systems, well established in New York City for their sophisticated traffic management in premier office buildings such as the Bank of America Tower at One Bryant Park. ■

next news



SCHINDLER ID® NAMED AS TOP PRODUCT

Schindler ID has been named to *Buildings* magazine's list of the Top 100 Products for 2008. The editors chose Schindler ID because it is the first elevator access-control system that customizes service for each passenger using electronic identification badges. Schindler ID also received a 2009 Top Product Award from *Building Operating Management* magazine.

WHAT'S ON TV? SCHINDLER!

Schindler 9300® escalators and the Clinton, North Carolina, plants are appearing in episodes of two cable television programs. The first is the Science Channel's "How It's Made" scheduled to air on March 20, 2009, at 9 p.m. The second is a new series on National Geographic Channel, named "Factory Floor with Marshall Brain." Check local listings for specific air dates.

HIGHER AND HIGHER

The Prime Tower, currently under construction in Zurich, will be the tallest building in Switzerland when completed in 2011. Schindler 7000™ high-performance elevators will help ensure that traffic in the 413-foot tower moves quickly and comfortably. Capable of speeds up to 19.5 feet per second, these elevators will be controlled by the Miconic 10® destination-dispatch and Schindler ID® access-control systems.

SCHINDLER ANNOUNCES ARCHITECTURE AWARD

The 2008 Schindler Award was won by Germany's Koblenz University of Applied Sciences. In total, five students' prizes were awarded along with three for schools of architecture. The 2008 competition challenged young architects with the task of revitalizing a neglected area of the Austrian capital, Vienna, with special emphasis on improving disabled access. To learn more about the award, visit www.schindleraward.com.

SCHINDLER ACHIEVES ISO RENEWAL



Schindler has achieved a renewal certification to the internationally recognized environmental management system standard ISO 14001:2004. Schindler also achieved renewal of its ISO 9001:2000 certificate, continuing its nearly 20-year dedication to Quality Management System standards. Schindler was the first elevator company in the United States to achieve certification to the internationally recognized quality standard.



Win or lose, it's how we move the crowd.

People all over the world trust Schindler to move them in and out of stadiums, arenas and other venues safely and efficiently. It's a trust we intend to keep winning. Whether we're moving masses or just a few, in entertainment or enterprise, we're moving together.

www.schindler.com



Schindler