

# next floor

People. Planet. Progress.



Today, we're placing great emphasis on caring for our planet and each other. Reducing our environmental impact is a hallmark for the future. Join us as we explore new approaches to responsibility in architecture, service and urban mobility.



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# For a better world



Responsibility, both corporate and personal, is a widely addressed topic today and one we take seriously at Schindler. We believe that to act responsibly involves many facets, and we will explore several of these in this issue of *Next Floor*.

At Schindler we exercise corporate responsibility in the manner in which we conduct our day-to-day business activities. This includes our stringent manufacturing practices designed to reduce our carbon footprint and our impact on the environment. We're continuously applying the latest technology in the design of our equipment to enable our customers to achieve maximum energy efficiency from the use of our products. In fact, at some installations we are able to employ technology that actually generates electricity from the travel of our elevators to return energy to a building's power system.

The future presents us all with many challenges. For Schindler these include the development of breakthrough products like our new PORT Technology, introduced in this issue. At Schindler, we're dedicated to applying our resources to meet your needs for innovative mobility solutions while at the same time, and to the best of our ability, serving the needs of our neighbors. For us, the greatest demonstration of our responsibility comes from caring for our fellow human beings.

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

Jakob Züger  
Chief Executive Officer, Americas

# Anticipating the Future

## Schindler Introduces PORT Technology

In his keynote address entitled Responsibility and Inheritance, given at Arc-US 2009, America's Leading Architects Forum, Marvin J. Malecha, FAIA, president of the American Institute of Architects said, "Change is the operative word within every design practice. Change in technology, in the manner of the conduct of practice and in the means of the delivery of services. Change is transforming construction and the products related to it, and smart devices of every imaginable kind accelerate the transformation."

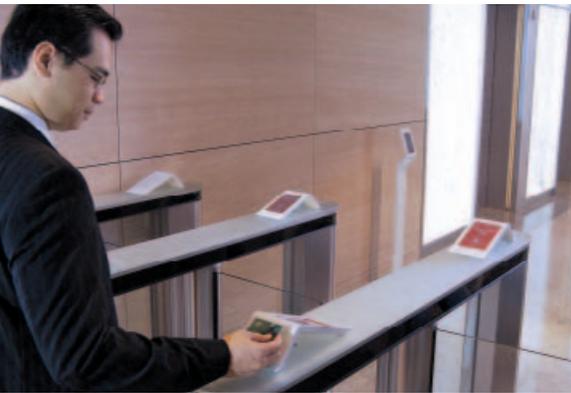


Photo left: The PORT system uses card reader and touch screen interfaces for access control and destination dispatch. Photo right: The spectacular ICC skyscraper in Hong Kong was one of the first to install Schindler PORT Technology.



### Personal technology

Journeying through a building can be a challenge, especially when one considers that each trip might involve taking more than one means of vertical transport, obtaining access to secure areas or navigating to unfamiliar offices ... all the while just wanting to arrive at a desired destination.

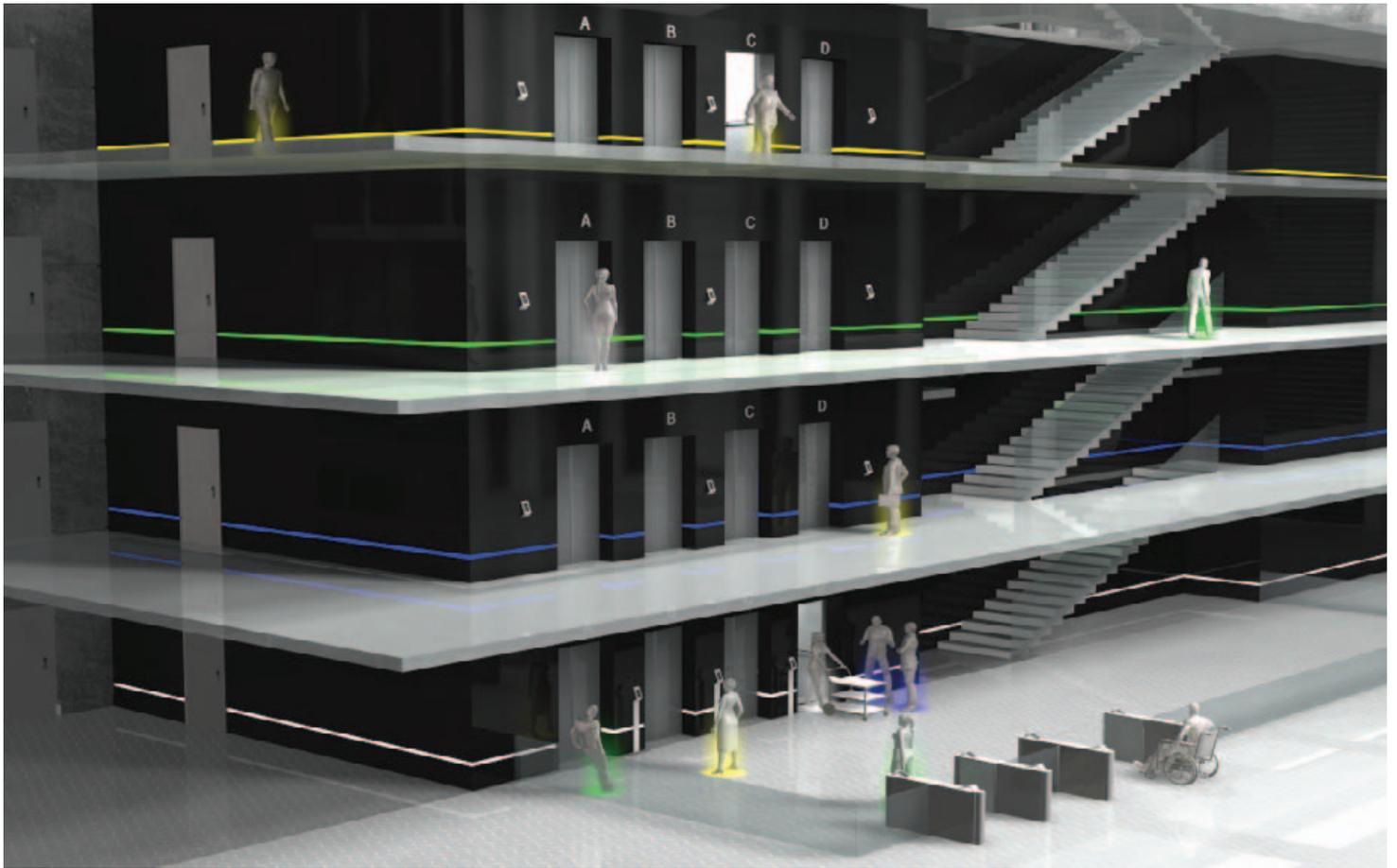
Taking a giant leap forward in meeting the challenge of urban mobility, Schindler developed a groundbreaking new elevator destination-dispatching system called PORT Technology. The system takes an entirely new approach to passenger communication, discarding conventional elevator fixtures for PORTs, or Personal Occupant Requirement Terminals. The PORT Technology actually learns passenger travel habits within a building and anticipates future needs. The system has been successfully installed in the ICC building in Hong Kong, the Royal Liver building in Liverpool, England and the Humana Waterside Building in Louisville, Kentucky.

Not only does PORT Technology adapt elevator service to passenger schedules and requirements, saving time in the process, it delivers greater access control, energy efficiency and cost savings. PORT Technology will truly revolutionize the way we move and work. Highly sophisticated yet simple to use, touch screen and card reader interfaces offer predictive call entry, where the system will present passengers the option of choosing a destination from a personalized display of those they most frequently select. The PORT system will also expand personalized services by recognizing passengers with special needs.

It will simplify their journey through buildings by, for example, providing audio instructions for the visually impaired or extra time to reach an elevator car for those who need it.

With this personal transit management system, travelers' only requirement is to simply communicate their identity and desired destination via a sleek touch screen display. The PORT Technology takes care of the rest by planning and executing a seamless journey using an optimal route designed to take the shortest possible time to complete. Ideal for use in new and existing buildings, it integrates seamlessly with many existing elevator systems, regardless of original manufacturer.

What makes PORT Technology so unique is the ease with which building owners and managers can design applications to accommodate a wide range of needs in real time, whether helping to meet new energy efficiency goals, updating security, scheduling maintenance or adapting to people with special needs. Where in the past, solutions to these kinds of challenges were unheard of, it is now possible to achieve unprecedented levels of customization. ►



PORT Technology solves the mobility challenges encountered in a modern facility where each trip may involve taking one or more means of vertical transport, obtaining access to secure areas, navigating to unfamiliar offices or serving individuals with special needs.

### ► Transforming mobility

Over 20 years ago, Schindler pioneered Miconic 10® destination dispatching, generally acknowledged to be the most efficient stand-alone method of moving passengers vertically through a building. It was this unparalleled experience, along with first- and second-generation systems, that led to development of the third-generation PORT Technology as yet another major step forward in traffic management.

PORT Technology represents a fundamental shift away from simply moving an elevator cab up and down. It can now move people through environments and experiences with more comfort and efficiency than ever before. Here are a few examples:

- Emergency — PORT Technology can help evacuate a building during an emergency because the number of elevator cars required to evacuate an entire floor will, where practical, arrive together. This will serve to mitigate possible overcrowding of elevators in an evacuation scenario.

- Predictive call entry — Based on previous usage patterns, a list of the most frequently selected destinations of the passenger can be displayed based on the time and location of the passenger.
- Pre-programmed operation — A card can be pre-programmed to enter a specific destination. This destination can vary depending on the originating floor. Additionally, a card can be programmed to display only those floors where the user is allowed to travel.
- Contextual operation — Above the lobby, a PORT display can be programmed to show only the floors relevant to general users of that floor. For example, the other floors rented by an occupying tenant, together with the common floors, can be shown.
- Touchless operation — If a card is held continuously at the PORT terminal, each destination allowed will be highlighted in turn. When the required destination is highlighted, the user simply removes the card to register it.
- Infotainment — A fully personalized audio and visual experience can be offered to passengers who can program the system to reflect specific information or entertainment requirements during their journey.



**A greener environment**

Schindler's PORT Technology meets today's environmental challenges in two distinct ways. First, the equipment has been designed to use a reduced level of energy consistent with the many features it delivers. Second, the system provides the building with many options to lower its overall energy consumption by a more intelligent use of its entire elevator system. It can offer operators of other building systems occupancy data, which can help enable the more efficient use of their equipment. This data can be either historical or real-time and can enable more intelligent utilization of other building equipment to further reduce energy use.

Schindler is committed to advancing the PORT Technology to help minimize both the customers' total building energy consumption and the energy that is used to provide an optimum environment for their tenants. ■

**Architects who have had an opportunity to experience PORT Technology are reacting with enthusiasm.**



*Bill DuBois, AIA, CSI, CCS, LEED AP, Senior Associate, Gensler*

"As citizens of the planet we all need to be concerned about the future. Schindler has taken destination dispatch to the next level with PORT Technology, achieving greater energy savings while delivering customizable application flexibility in the process."



*Walter Scarborough, CSI, AIA, Hall Building Information Group*

"I'm not often 'wowed' by new technology, but I was extremely impressed by Schindler's new PORT Technology. The system offers access control via elevators instead of a separate security system. I also see it as a great opportunity to merge elevators with inventory control by moving supplies through buildings with the use of RFID tags."



*Jim Brennan, Senior Associate, NBBJ*

"Not only is this new PORT system ahead of the competition in terms of its technology, it's equally advanced in its appearance. And, Schindler's offer to perform an analysis of building transportation requirements during the initial design phase is very helpful."

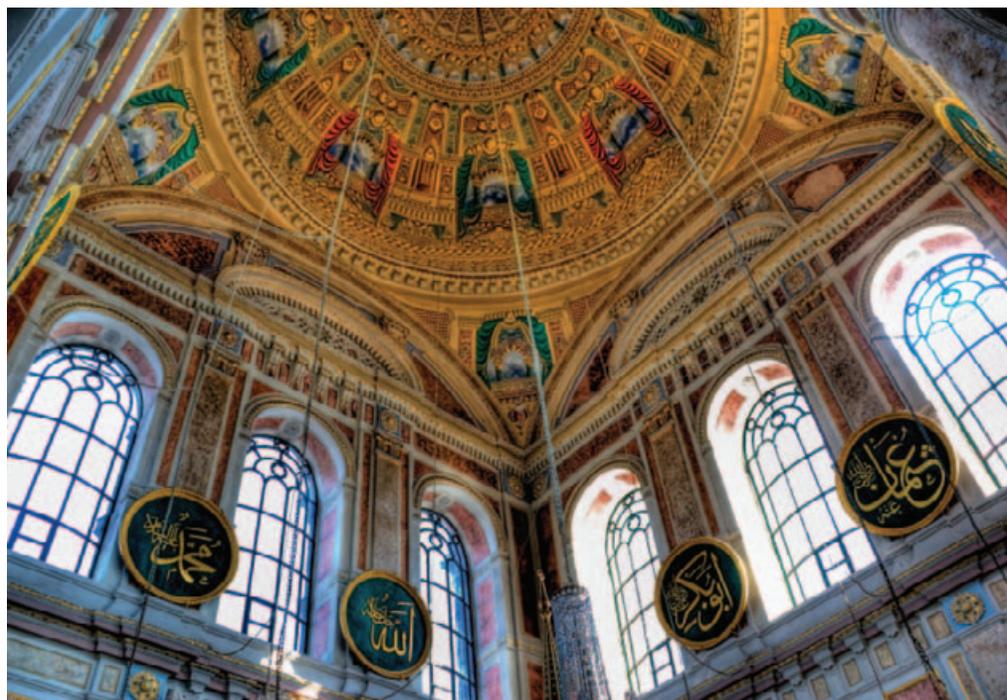
# Istanbul...



## Cultural Contrasts

First it was the capital of the Roman Empire; later the Ottoman Empire. Originally known as Byzantium, renamed Constantinople after the death of Emperor Constantine I, the city was ultimately renamed Istanbul.

Photo top: Istanbul's landscape reflects a mixture of Ottoman, Byzantine, Turkish, Greek and Egyptian architectural styles. The Blue Mosque is seen in the background.  
Photo right: The interior dome of the Ortakoy Mosque, the official mosque of Sultan Abdülmecid, contains beautiful examples of Islamic calligraphy created by the Sultan himself, who was also a master calligrapher.





Istanbul's vibrant spice market, also known as the Egyptian Bazaar, is one of the oldest in the city.

In 1923, with the founding of the Republic of Turkey, the capital was moved to Ankara, but Istanbul remains Turkey's financial center, and its largest and most diverse city, both architecturally and culturally. Here ancient palaces, mosques and castles, along with modern towers and skyscrapers, create a dazzling metropolis that resides on both sides of the Bosphorus Strait and, therefore, on two continents, Europe and Asia.

### A sultan's vision

A noteworthy project located in the heart of Istanbul is the renovation of the mixed-use Ottoman Row Houses, also known as the Akaretler Row Houses, and the construction of the W Hotel as the project's centerpiece. The row houses were originally constructed by Sultan Abdulaziz in the 1870s to house the workers of the Dolmabahce Palace and stood as the first example of public housing in the Ottoman Empire. Their design was neoclassical and reflected the changes that were taking place as westernization in art, science and agriculture extended to architecture, eclipsing Baroque and Rococo styles. But time took a toll on the area, and the row houses fell into disrepair and were abandoned by the latter part of the 20th century until a major

renovation project was undertaken in 2005. Now, the fully restored row houses reflect their original classic sophistication and are complemented by the elegant, contemporary style of the W Hotel. Intimately joined together, the row houses and W Hotel are at the heart of one of the trendiest areas in Istanbul, replete with designer shops, luxury residences and gourmet restaurants. ▶

Photo below: The historic Ottoman Row Houses are reflected in the contemporary sign of the W Hotel. Photo credit: Starwood Hotels & Resorts Worldwide, Inc.





Photo above: The lovely Ottoman Row Houses have been fully restored to their original 1870s appearance. Photo right: Classic Turkish design treatments highlighted with vibrant color schemes are found throughout the lobbies and lounges of the W Hotel. Photo credit, above and right: Starwood Hotels & Resorts Worldwide, Inc.

► **A responsible perspective**

Both the exterior architecture and interior décor of the W Hotel convey a passionate respect for the magnificence of the Ottoman Empire while introducing the energy of sleek, sensuous design. Marmara marble flooring, exposed brickwork and ornamental copper accents bring the past in touch with contemporary influences in etched backlit glass, silver metal desks and mirror-effect furniture to create a unique, lavish and dramatic environment. But what is truly unusual about the W Hotel and its functional systems is that it was constructed within the original structure of the 130-year-old Ottoman Row Houses. According to Mahmut Anlar, co-founder of the Turkish architecture and design firm Geomim, “To create a functional layout that worked around the load-bearing structure and original elements of the building was really challenging.”

Moving guests between 134 rooms, 26 suites, a restaurant and lounge, spa treatment rooms and a fitness center, all within more than 100,000 square feet of space, is smoothly and efficiently handled by 13 Schindler 3300 elevators. The elevator interiors were custom designed to match the elegant décor of the W Hotel while providing state-of-the-art, energy-efficient performance.



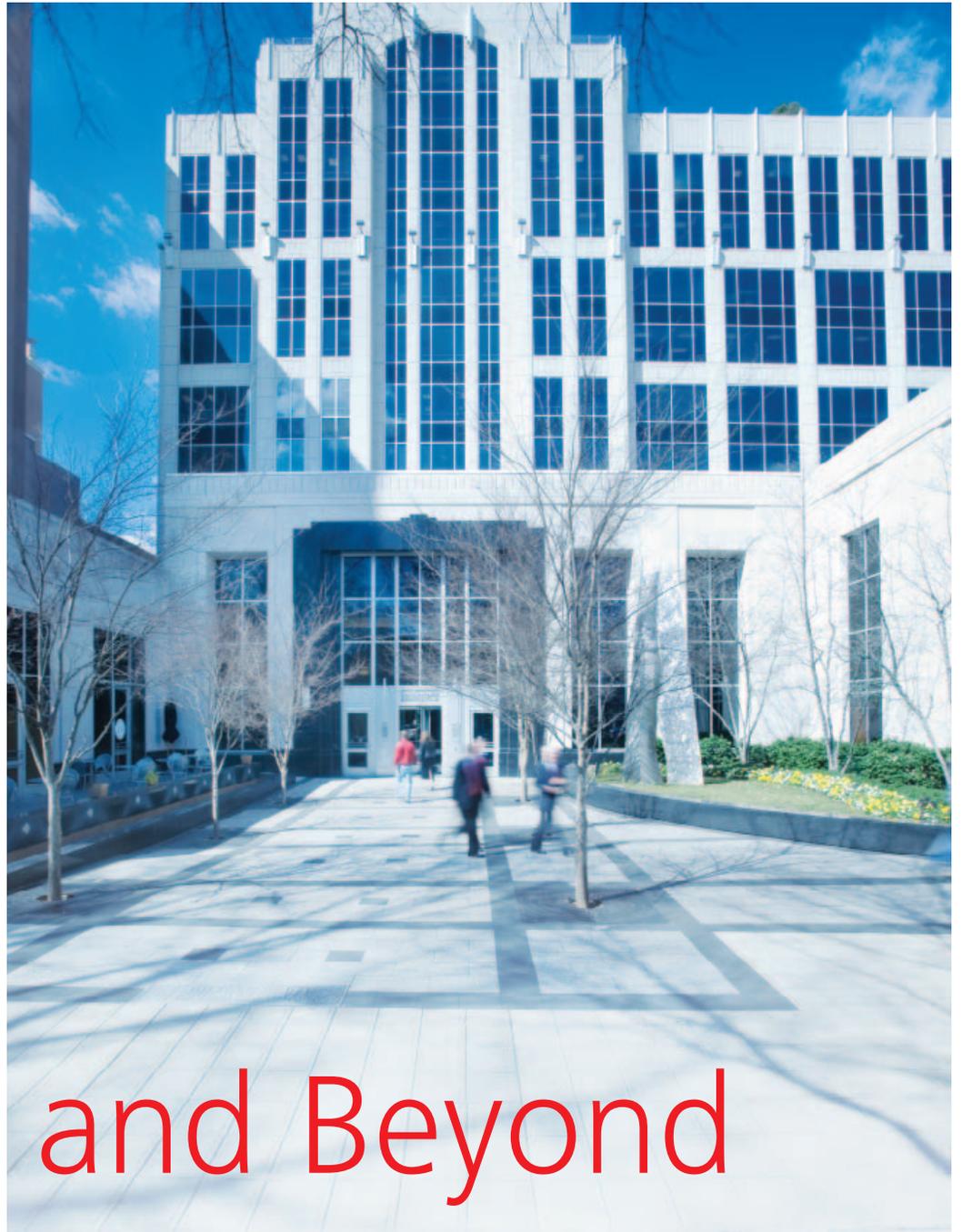
**A rewarding process**

The Akaretler Row Houses and W Hotel were selected by the Urban Land Institute (ULI) as the recipient of its 2009 Award for Excellence, widely regarded as the land use industry’s most prestigious recognition program. The award recognizes the full development process of a project, not just its architecture or design. The criteria for the award include leadership, contribution to the community, innovations, public/private partnership, environmental protection and enhancement, response to societal needs and financial success. The ULI’s jury chair, Ian D. Hawksworth, put it this way, “Perhaps now more than ever, the ULI Awards for Excellence program reminds us of the key difference that responsible design and development can make in terms of longevity and overall community sustainability.” ■

# Above



Poinsett Plaza is a 12-story tower prominently situated on Main Street in downtown Greenville, South Carolina.



# and Beyond

Owned by Phil Hughes with Hughes Investments, Inc., and one of the most attractive buildings in the area, Poinsett Plaza also fits the description of a medium-size, mixed-use facility with more than 220,000 square feet of Class A office space, penthouse condos, and banking, retail, restaurant and professional tenants. Completed in 1999, Poinsett Plaza tower was designed to blend with the architecture of an adjoining historic bank building. A plaza in front along Main Street provides downtown workers and visitors with a place to congregate and enjoy outdoor dining. ►



► **New Year's Eve surprise**

Brian Sparks is the director of property management for Coldwell Banker Commercial Caine and as such has responsibility for the efficient operation of Poinsett Plaza. "On New Year's Eve 2009, Poinsett Plaza suffered a broken six-inch water pipe that flooded the entire lobby level of the building, including all five of the 10-foot-deep elevator pits. Thankfully, since it was New Year's Eve, it was a light business day. Municipal and utility crews, along with local water damage contractors, arrived on the scene, closed down Main Street and began pumping water out of the building, a process that would take more than six hours to complete," said Sparks.

Brian Sparks greets Schindler Service Technician Jack Jones at Poinsett Plaza.



Brian Sparks is the director of property management for Coldwell Banker Commercial Caine, Greenville, South Carolina.



Schindler service technicians like Jack Jones can be made aware of an elevator's operating status around the clock, 365 days a year, through Schindler Remote Monitoring™, an "intelligent" electronic monitoring system.

Schindler Service Adjuster Boyd Camp finishes inspection of an elevator car at Poinsett Plaza. All Schindler service technicians are equipped with FieldLink™, a highly advanced service instrument that's a fully functional handheld PC, cell phone, dispatch device, troubleshooting tool, parts database and service manual all rolled into one.



### **Timely rescue**

Brian Sparks continued, "Jack Jones is our primary Schindler service technician and keeps our five elevators running smoothly. Jack and another Schindler service adjuster, Boyd Camp, were on the scene in no time and, working all day on New Year's Eve, managed to get one of our elevators up and running the next day to the delight of our residents."

Both men worked through New Year's Day, which was a Friday, and over the weekend, and had all five of Poinsett Plaza's elevators back in service by Monday morning. "Other than the day of the incident, commercial tenants never experienced an interruption in service. This was just an extraordinary accomplishment since many elevator parts were, of course, water damaged, and had to be ordered and installed. Without Jack and Boyd's efforts, our building never would have been available for use by our tenants in such a timely manner," said Sparks.

Property managers are understandably concerned about keeping their buildings in operation around the clock, and this is especially important when both commercial and residential tenants are occupants. Sparks continued, "The way Jack and Boyd shared our sense of urgency, you'd have thought Poinsett Plaza was their building, and in a way it is. To give up time with their families over a holiday weekend to see to it that our Poinsett Plaza tenants had working elevators was truly an example of service above and beyond the call of duty." ■

A remarkable urban transformation spanning 10 years began with the remediation of the Atlantic Steel Mill property situated on the northwestern edge of Atlanta, Georgia.

# Coloring Atlanta



The land was designated a “brownfield” site because it contained contaminated soil. The redevelopment, named Atlantic Station, is now a vibrant community that reflects a sophisticated architectural style, encompassing a mix of middle-income and upscale housing with world-class restaurants, shops and theaters. From the very beginning, the idea of creating a residential community in the heart of midtown Atlanta brought with it the promise of enduring environmental benefits.

Atlanta typifies one of the processes associated with conurbation in that its business boundaries are continually extending into suburban locales. A result is that commuting into the city creates significant traffic congestion, so the concept of living within walking distance of one’s place of business offers the benefits of reducing both air pollution and the stress of sitting in traffic. That’s the big picture. Turning a brownfield site into a model of redevelopment requires more than a sweeping vision ... it takes a lot of muscle.

## The ecology factor

Atlantic Station was designed to be an energy-efficient development that would change its property designation from brown to green in the process. The first step in this transformation involved significant environmental reclamation with the removal of approximately 165,000 tons of contaminated soil. When concrete building foundations were uncovered they were broken into smaller pieces and reused as backfill along with 164,000 cubic yards of granite that was removed in order to create a level building site.

By recycling these existing materials, the amount of waste sent to landfills was substantially reduced. The introduction of clean soil allowed developers to plant 2,800 trees throughout the community along with a system to intercept and, if necessary, treat groundwater before discharging it into the sewer system. These combined measures dramatically improved ecological conditions throughout the development.

# Green

## The energy connection

Many of the buildings in the district are LEED® certified and, in particular, the building located at 171 17th Street is the first LEED Silver-Core & Shell-certified high-rise office building in the world. An environmentally friendly cooling system, central to the development, operates 25 percent more efficiently than traditional building HVAC systems, resulting in lower energy bills for tenants. A two-mile-long network of 36-inch pipes delivers chilled water from a 50,000-square-foot central cooling plant to office, residential and retail buildings. Additionally, the proximity of office buildings to residences and retail locations promotes increased pedestrian traffic and reduced vehicle trips, resulting in improved air quality.

## The Schindler connection

When it comes to urban mobility, Schindler equipment serves those who live and work in Atlantic Station's three sections: the District, the Commons and the Village. The District area contains a number of retail stores and restaurants, an entertainment center, and residential units, and is where most of the Schindler equipment is located. And, at the Village, Schindler installed the elevators, escalators and moving walks at IKEA, the first retail store to open in Atlantic Station. In all, there are 58 Schindler elevators, 33 Schindler escalators and two Schindler moving walks in service throughout the development.

Atlantic Station is a stellar example of how responsible urban planning can create a dynamic and ecologically sensitive residential community in the heart of a major metropolis, and do it on land that was formerly considered unusable. It will continue to color Atlanta green long into the future, and we're able to color Atlantic Station successful today. ■

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



Atlantic Station represents an excellent example of a mixed-use development where residential, office, hotel, retail and entertainment spaces function together in comfortable harmony with the environment.

# Cowboy Roundup

The Dallas Cowboys football team has a new home in Arlington, Texas, and it is one big venue. With a seating capacity of 80,000 and standing room that can bring the total number of spectators to over 100,000, Cowboys Stadium is the largest domed stadium in the world. And the superlatives don't end there. It contains the world's largest video screen, a 160-by-72-foot 600-ton colossus hovering from one 20-yard line to the other. The stadium also boasts the largest column-free interior, with a pair of 300-foot-high arches that run from one end of the dome to the other with 180-foot-high glass doors at each end. ▶





In addition to serving as home to the Dallas Cowboys, Cowboys Stadium also plays host to a variety of college sporting events, such as the football game shown here between Brigham Young University and Oklahoma University. Photo credit: James Smith/Dallas Cowboys.



#### ► A responsible vision

From the very beginning, Cowboys owner Jerry Jones was committed to making the new stadium as environmentally responsible as possible. In partnership with U.S. Environmental Protection Agency and as part of the agency's National Environmental Performance Track Program, Cowboys Stadium set long-term goals of saving energy and water, and reducing its waste and environmental footprint.

Dallas-based architectural firm HKS Inc., and Manhattan Construction, the stadium building contractor, incorporated many environmentally conscious features into the structure. For example, even when the dome is closed the massive glass doors can be opened to provide fresh air and reduce demand on the cooling system. Through a range of conservation measures the stadium is estimated to save over 1 million gallons of water annually. A unique permeable pavement surrounding the stadium exterior protects nearby streams from excessive runoff, and the addition of 2,000 trees adds to the structure's compatibility with the local geography.

The translucent roof, in combination with the glass doors at each end, offer abundant natural lighting, even when the roof is closed, further reducing energy costs. Recycled plastic was used for stadium seats, and all plastic, metal and cardboard

waste is recycled. According to Jerry Jones, "If you start early enough in the design with your architect and have that green mentality through construction, you can design towards these kinds of savings." And, concerning the additional cost of environmental responsibility, he continued, "We're spending \$1.2 billion total here, so it makes sense to build these features into the overall design. We significantly minimized our cost because we got on it so early."

#### Ride 'em, Cowboys!

Energy savings are also achieved in the systems used to move spectators within the gigantic stadium. Schindler provided 22 escalators and 18 elevators; the latter with energy-efficient Variodyn® variable frequency drives. Of course, energy efficiency isn't the only requirement for the Schindler equipment ... team colors are used extensively, along with custom interiors in the elevator cabs, where even the destination buttons are star shaped. Installing the escalators and elevators was an added challenge since the equipment had to be hoisted into position. Of course, the need to move as many as 100,000 spectators before and after stadium events is crucial, and Schindler equipment is up to the task. To help ensure optimum reliability, Schindler technicians maintain the equipment in peak condition on an ongoing basis and are on standby inside the stadium during events.



Photo left: Cowboys Stadium under construction. Photo credit: Richie Humphreys/Dallas Cowboys. Photo middle: Schindler escalators are visually integrated with a variety of artwork collections throughout the stadium. Photo right: Schindler elevator car station with custom Dallas Cowboys star buttons.

Schindler Variodyn elevator drive systems are exceptionally energy efficient, saving up to 50 percent more energy than alternative types of drives. They convert the AC electric supply to variable frequency AC with virtually no loss of power. When the elevators are braking they actually produce electric power and feed it back into the power grid, significantly reducing the overall carbon footprint of the equipment.

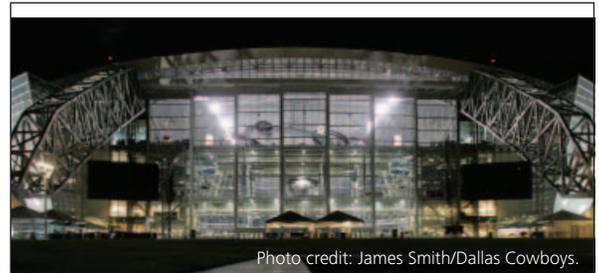


Photo credit: James Smith/Dallas Cowboys.

## Cowboys Stadium Fast Facts

Opened: June 6, 2009

Seating: 80,000

Luxury Suites: 300

Construction cost: \$1.2 billion

Field surface: artificial turf

Total stadium area: 3 million square feet

Total site area: 73 acres

Levels: 10

Domed retractable roof: 660,800 square feet

Roof height: 292 feet above field at apex

Video board screens: 25,670 square feet

### Every amenity

If you've ever been to a sporting event, chances are that while you've stood in a concession line you've heard the crowd go wild and realized you just missed a big play. Well, that won't happen at Cowboys Stadium, thanks to 3,000 television screens located throughout the concession areas, suites and concourses, making it just about impossible to miss out on any of the action. There are 14 bars and lounges and 300 luxury suites, each with its own bar or lounge and private restroom. Catering is offered under the supervision of an executive chef. Concessions offering a wide range of food abound, and every element of the structure is adorned in Cowboys colors of silver or blue.

While one would not expect to find artwork gracing a sports stadium, Cowboys Stadium features a growing collection of works by Olafur Eliasson, Franz Ackermann, Mel Bochner, Daniel Buren, Matthew Ritchie, Dave Muller, Lawrence Weiner and other notables. Some might say the stadium is itself a work of contemporary art, and despite all that silver and blue it's also surprisingly green. ■

# Past to Present

The integrated Lancaster County Convention Center and Lancaster Marriott Hotel at Penn Square facility in Pennsylvania reflects a respect for history that's embraced by its community, the architects who designed it and the developers who brought it to completion.



## Vital Statistics

Lancaster County Convention Center and  
Lancaster Marriott at Penn Square

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90,000 square feet of meeting areas

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46,000 square-foot exhibition floor

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26,000 square feet of ballroom space

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299 rooms

---

11 Schindler passenger elevators

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One Schindler freight elevator

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6 Schindler escalators



Encompassing an entire city block in Lancaster Pennsylvania, this multi-use facility succeeds as a modern, technologically advanced structural achievement not by competing with the past, or attempting to create new history, but by bringing the past to the present.

The Lancaster County Convention Center brings a complex of meeting spaces, an expansive exhibition floor and elegant ballrooms to the oldest inland city in the United States. The Marriott Hotel rises as an 18-story tower and features spacious rooms, a pool, a spa, wireless connectivity throughout and every amenity for the comfort of its guests. The transition from the convention center to the hotel is virtually seamless and is enhanced by a contemporary and elegant décor that serves as a bold backdrop for the presentation of historical features inside, outside and even beneath the structure.

### More than skin deep

Stand outside the integrated facility and the Lancaster County Convention Center portion rises just a few stories. Move away from the facility and the hotel tower, intentionally set back within the overall design, enters into view in similar proportion to the other buildings and steeples integral to the skyline of Lancaster.

The 110-year-old Beaux Arts facade of the former Watt and Shand department store has been restored and incorporated into the architecture. Its original elevator is still in use and is now maintained by Schindler. The structure also wraps around the William Montgomery House, one of the finest examples of Federalist-style buildings. But the exteriors of these historic structures can also be seen in the interior of the convention center and the hotel as they stand in perfect harmony with the colors and patterns of the new construction. ▶

Photo below: Offering 46,000 square feet of exhibition space and a host of amenities, the Lancaster County Convention Center and Lancaster Marriott at Penn Square has become an important venue for trade shows, meetings and exhibits.

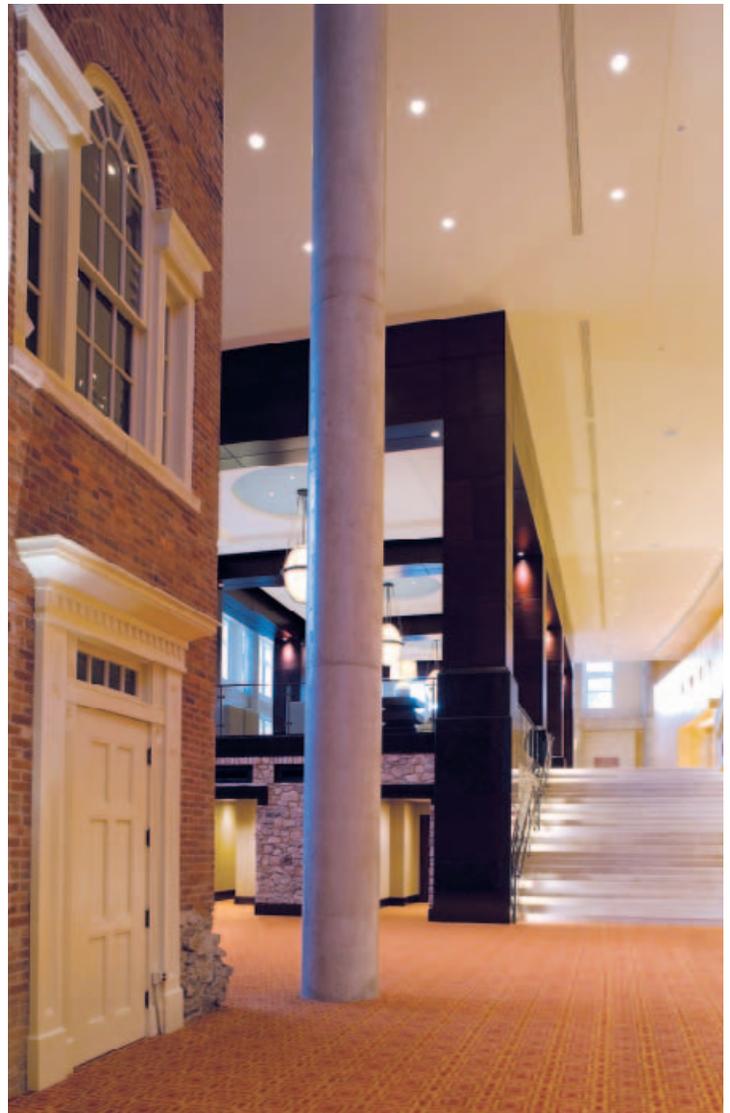


Photo right: In this view the building interior transitions from the facade of a historical building, seen on the left, into the more modern design features that grace a long walkway to the right.

► **Honoring the past**

When the new convention center and hotel facility was originally envisioned more than a decade ago, developers knew that the site encompassed land originally owned in the mid-nineteenth century by Thaddeus Stevens and Lydia Hamilton Smith. Stevens was a powerful congressman, author of three of the amendments to the U.S. Constitution and an abolitionist. Ms. Smith was a woman of color remarkably ahead of her time as a property owner and businesswoman at a time when few women of any race owned land. Both Stevens and Smith were active in the Underground Railroad, and a cistern discovered during the building's construction was likely used to hide Americans escaping slavery. This preserved archeological site became part of Pennsylvania's Quest for Freedom Trail and can be viewed from inside the convention center hotel facility.



Photo left: Thaddeus Stevens 1792 – 1868. He served 14 years in Congress. An abolitionist, he believed differences among people should be celebrated. He authored the 13th, 14th and 15th amendments to the U.S. Constitution.

Photo right: Lydia Hamilton Smith 1813 – 1884. She is remembered for the care she gave to both Union and Confederate soldiers after the Battle of Gettysburg, spending her life savings to provide hospital supplies and clothing for the wounded. Photo below: Lancaster's Penn Square is where the Soldiers and Sailors Monument was erected in 1874 to honor those who fought in the Civil War.



**Combined responsibility**

With guidance from the Historic Preservation Trust of Lancaster County, a team of professionals brought the dream of the convention center and hotel to life. "Designing a structure where such important historical elements are involved was both challenging and gratifying. The need to incorporate five separate historic structures inside the new construction was one of the most exciting aspects of the project," according to Bob Neal, principal, Cooper Carry Architects.

Lane Chapman, the project architect at Cooper Carry, added, "The block that the convention center and hotel occupy, Penn Square, drops



Lane Chapman, project architect, Cooper Carry Architects.

30 feet from one end to the other. Thus, the structure, including the 18-story tower, is vertically focused and the need to move people is a vital element in the design. Schindler supplied six escalators and 11 elevators, one of which is a 12,000-pound-capacity freight elevator for use in moving exhibits; they were

very responsive in helping us solve challenges in this highly complex structure."

Thomas Smithgall, senior vice president of Development Services for High Real Estate Group, the master developer of the project, summed up the project nicely: "The Lancaster County Convention Center and Lancaster Marriott at Penn Square is one of the key ingredients to the ongoing revitalization of Lancaster. But it's more than that. It's a vivid example that a responsible approach to development can demonstrate a great respect, if not reverence, for our history. When you walk through Lancaster and this facility, you have the sense you are walking in the footsteps of freedom." ■



There's a line in the U2 song "One" that reminds us that "We get to carry each other." It's true for individuals in society, and it's true for corporations that rely on those individuals to sustain and grow their enterprise. At Schindler we believe we are indeed responsible for each other, and we are committed to conducting our business activities in harmony with society and the environment.

# In Harmony





Photo left: Steven Blakley, from Schindler, at the dedication of a Habitat for Humanity home for Sheena White, while her family looks on. Photo below: Children in Mianyang, China, celebrate the opening of their new Schindler-Lixin primary school.

### Putting people first

For many, owning a home is a dream that seems completely out of reach. But imagine the impact a home can have on a struggling family. For a mother, a home is a place to grow and nurture her family; for a father, it brings a feeling of pride; and for children, it provides a sense of place and stability. It is in this spirit that Schindler has chosen to partner with Habitat for Humanity by providing both financial support and a helping hand. Recently, 14 employees, some coming from as far away as New Jersey, rolled up their sleeves and volunteered their time to build two new homes in Lexington, Kentucky. More than simply building houses, they were strengthening families.

“Schindler employees have always put an emphasis on supporting the communities where they live and work, but to travel to Lexington on their own time, with the absence of a local Schindler facility, is a truly exceptional gesture,” said Tim Grace, Schindler’s vice president of human resources and administration. “In a time when many companies have reduced their giving, we are extremely proud that our employees answered the call and made a difference in the lives of two families.”

The homes provide the families with affordable housing and allow them to realize the dream of home ownership. “Schindler Elevator Corporation’s partnership was invaluable in allowing us to continue Lexington Habitat for Humanity’s critical work,” explained Lexington Habitat for Humanity Executive Director Rachel Childress. “They have been a bright spot for us, and we are extremely grateful for their generous gifts of volunteers and funds.”



### Caring knows no boundaries

A young child in a town called Dujiangyan sits at her desk and opens a book for a lesson in arithmetic. She remembers when the ground shook violently for what seemed like an endless time and her school was destroyed along with so many other buildings. The 2008 earthquake in Sichuan province, China, devastated her town, located just 12 miles from Yingxiu Village at the quake epicenter. But now for her, all that is in the past. She may never know how or why her school was rebuilt, and it doesn’t matter. What does matter is that she and 300 other children will again have the opportunity to learn in the Schindler Daguan Village Kindergarten.

Schindler-donated funds, part of an overall quake relief contribution exceeding \$1 million, were also used for a new classroom building at a primary school near Mianyang, Sichuan’s second-largest city. Once complete, the Schindler Lixin Central Primary School will have 1,800 pupils and 40 teachers. ▶



- To benefit the people of Haiti devastated by the Port-au-Prince earthquake, Schindler in the United States created an additional program to match employee contributions dollar-for-dollar up to a total company contribution of \$250,000.

### Protecting our planet

As a society we are entrusted with a precious resource ... planet Earth ... and those of us who enter Schindler manufacturing facilities have a very personal interest in what comes out. For us it's not just our planet, it's our neighborhood ... the streams we fish in, the fields our children play in and the air we all breathe. We work every day to prevent pollution and limit our environmental impact. For example, our Gettysburg, Pennsylvania, elevator plant was the recipient of the Pennsylvania Water Environment Association's Industrial Waste Excellence Award and the Pennsylvania Governor's Award for Environmental Excellence in the Resource Protection category. We've also achieved certification to the internationally recognized Environmental Management System Standard ISO 14001:2004, which means we can't rest on our laurels but must work at continuous improvement in our facilities and with our suppliers to reduce our carbon footprint.

## Sharing the green

Building owners and managers are faced with limitless challenges ... space savings, air quality, traffic management, access and security concerns, LEED® requirements for everything from building energy efficiency to job site recycling, and, on top of it all, the need to control costs. Simple building improvements can yield impressive results. Take, for example, the case of a building owner in San Francisco. By installing new Schindler ID® destination-dispatch controllers on the 13 existing elevators in the building, he achieved 23 percent energy reduction, for an annual savings of \$53,910. There was no disruption during the modernization, and tenants saw an immediate improvement in service.



Schindler's long-term strategy is that each new product we develop has to be more eco-friendly than its predecessors, thereby yielding even greater environmental benefits to our customers. As a member of the U.S. Green Building Council (USGBC), we work to promote sustainable buildings that are environmentally responsible, profitable and healthy places to work and live. Corporate responsibility demands that individuals and companies work together for the common good. The combined efforts of Schindler, our employees and a range of service organizations can and do make a difference in improving our society and the quality of our environment. ■

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



# Inspired Skyscraper

Charles Bert Woodrich spent three years as an account executive with a large advertising agency before being ordained a priest in Denver in 1953. In 1978 he became pastor of Holy Ghost Church in Denver, Colorado. In a 1987 interview, “Father Woody,” as he liked to be called, described the sale of a portion of the property of Holy Ghost Church as “a miraculous deal,” since it put \$12.5 million in much-needed funds into the parish coffers.

He was reflecting on the fact that three years earlier the air above the church was transformed into 1999 Broadway, one of Denver’s most spectacular skyscrapers and one that is unique in cradling a church below that was originally constructed in 1923. ►



Photo above: Tenants at 1999 Broadway have adopted destination-dispatch technology and are enjoying improved elevator performance.

Photo below: The angular roof configuration of the Holy Ghost Church appears to connect seamlessly with the geometric shape of 1999 Broadway as it rises skyward.



### The challenge

How do a modernist-style skyscraper and a church designed in a fusion of Spanish and Italian Renaissance themes fit together? You might say it's a marriage made in heaven.

The idea of preserving an existing structure is echoed inside 1999 Broadway, where a bank of five Haughton elevators that date to the original 1984 construction were upgraded. The elevators weren't meeting the needs of management, who required a variety of access control configurations for the tenants in that particular bank. Some floors in the 43-story structure maintained restricted access at all times, while others were open to the public only during certain periods. In addition, a number of tenants had various special needs and could benefit from upgraded access control on the existing elevator system.

### The solution

By applying an approach called "Destination Interface Modernization," Schindler was able to install the Schindler ID® destination-dispatch system while retaining the existing Haughton elevator controllers. The Schindler ID system, equipped with a card reader interface, offers property management total access control flexibility. Moreover, the Schindler ID system also identifies the presence of users with disabilities or visual impairments and provides audible instructions directing them to elevator cars simultaneously programmed to offer extended wait times. For these users, the new system is a blessing. As one user reported, "Instead of waiting for elevator cars, now the elevators are waiting on us."

### Beyond expectations

According to Sandi Schroeder, Transwestern's general manager, "Schindler completed the modernization ahead of schedule and launch day went without issue, exceeding our expectations of tenant adoption of the new technology. This was primarily due to Schindler's multiple tenant training sessions on the new system prior to launch. We've seen a vast improvement in traffic handling and minimized wait times in our lobby. Our owners and tenants alike are happy with this building enhancement, which is exactly what we desired to obtain."

Bringing the old and new together, whether in architecture or technology, relies on the application of the skills of individuals with a wide array of talents and perhaps, at times, a bit of divine inspiration. ■



# next news

## next floor

People. Planet. Progress.



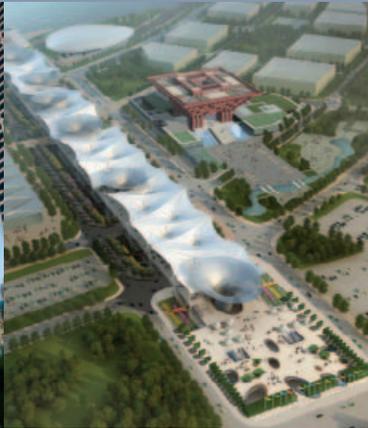
### NEXT FLOOR IS GOING DIGITAL

In order to provide you with another option in how you choose to receive *Next Floor* magazine, and as part of Schindler's ongoing commitment to reduce our environmental footprint, we're introducing a digital edition of *Next Floor*. This and future issues of *Next Floor* will be available for viewing at [www.schindlernextfloor.com](http://www.schindlernextfloor.com). We think you'll find our digital edition of *Next Floor* is presented in a user-friendly and easy-to-read format. Plus, now you'll be able to read it from any computer, anywhere in the world. You can register at [www.schindlernextfloor.com](http://www.schindlernextfloor.com) to receive email alerts when future issues become available.

Whether you choose to read *Next Floor* online or in printed form, we'll continue to provide you with informative and engaging commentary on today's mobility issues in our award-winning magazine. We hope you enjoyed this issue, and we look forward to hearing from you.

### LOS ANGELES INTERNATIONAL AIRPORT AWARDS CONTRACT TO SCHINDLER

Schindler Elevator Corporation has been awarded a contract with Los Angeles World Airports to install 60 escalators and four moving walkways at Los Angeles International Airport. Schindler will also modernize six existing hydraulic elevators. The contract includes the removal of the existing escalators and moving walks and the installation of new equipment, including 60 Schindler 9700® escalators and four Schindler 9500® moving walks. Schindler will modernize six passenger elevators and provide maintenance on all 70 units for at least five years. The contract is part of the airport's ongoing effort to replace 285 older elevators, escalators and moving walkways with new, current technology equipment. Los Angeles International Airport, also known by its airport code, LAX, is the seventh-busiest airport in the world, serving more than 54 million passengers each year over the past decade and delivering more than 1.7 million tons of air cargo each year over the same period. It occupies 3,500 acres southwest of Los Angeles and serves the second most populous region of the United States.



## ELEVATOR WORLD'S 2010 PROJECT OF THE YEAR

Schindler's Bank of America at One Bryant Park project in New York City has won 1st place for *Elevator World* magazine's 2010 Project of the Year award contest in the Elevators — New Construction and Accessibility category. The project appeared in the January 2010 issue of *Elevator World*.

Schindler contributed three Schindler 9300® Advanced Edition escalators and 52 elevators including four eight-car elevator banks and one six-car elevator bank serving passengers with Schindler ID® destination-dispatch technology.

## SCHINDLER MOVES VISITORS AT EXPO 2010

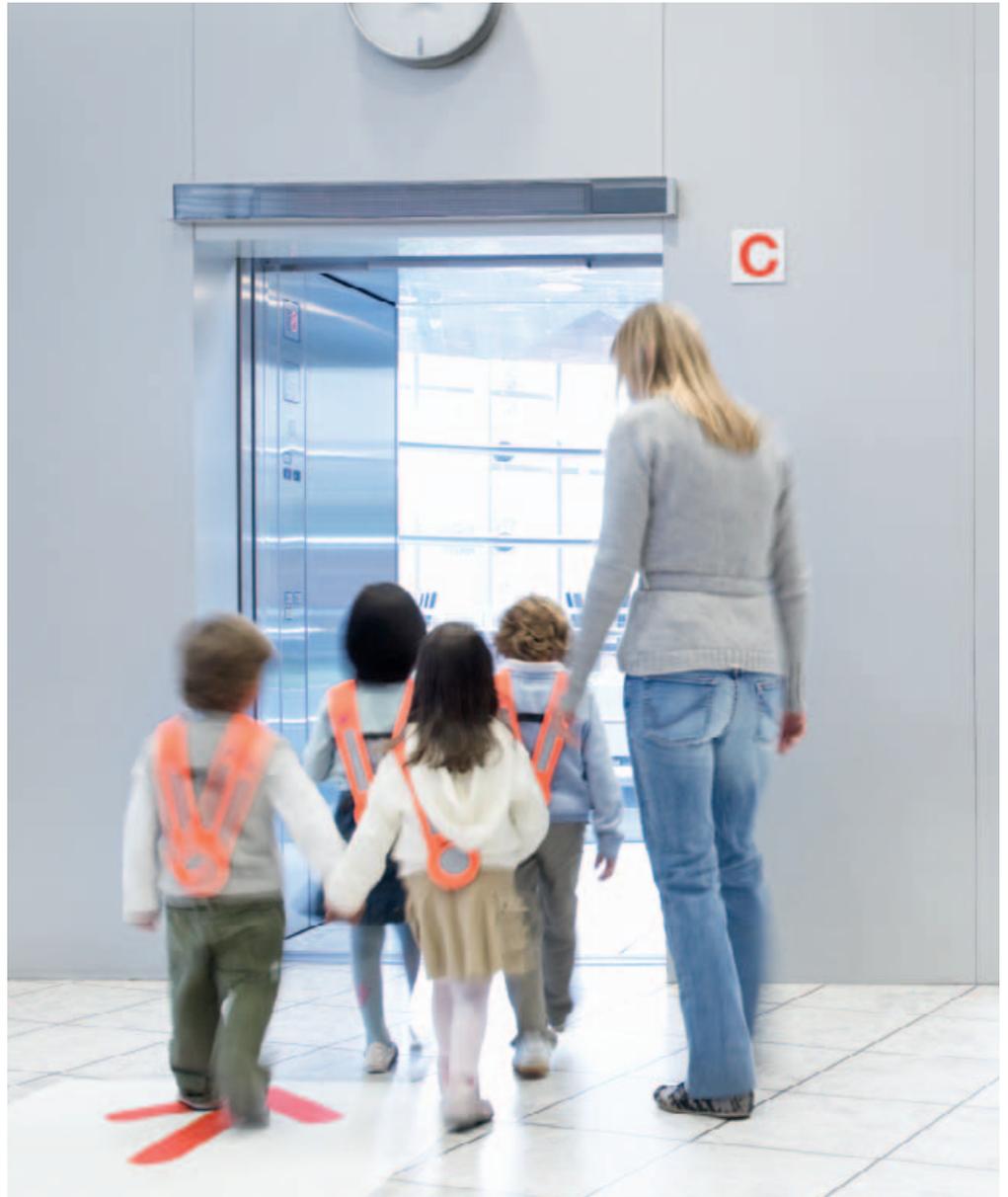
Schindler will provide mobility at the World Expo 2010 in Shanghai. The crowds of visitors to China's showpiece national pavilion as well as the Expo Boulevard, the main access route of the exhibition, will be moved by 94 Schindler escalators. The most visually striking installations being supplied by Schindler are two escalators, each nearly 20 yards long, to transport visitors into the main exhibition space of the China pavilion.

## NEW CRUISE LINERS SAIL WITH SCHINDLER

Two new cruise liners, together capable of carrying more than 7,000 people and equipped with 76 Schindler elevators and escalators, have been launched from the Genoa shipyard of Fincantieri, a leading global shipbuilder. The Costa Pacifica and Costa Luminosa are the newest additions to the Costa Crociere fleet of ocean liners. Mobility onboard these floating cities is provided by 60 elevators and 16 escalators.

## INDIAN TRANSIT PROJECTS CHOOSE SCHINDLER

India is investing substantial sums in infrastructure to promote economic growth, and Schindler has been chosen as mobility provider for three major projects. These include the Metro rapid transit systems of Mumbai and Delhi as well as a new terminal for Chennai (formerly Madras) airport. The Mumbai Metro rail project will be supplied with 97 Schindler escalators. Schindler will supply 53 escalators for the Delhi Airport Metro and 41 elevators and 12 escalators for a new terminal building at Chennai airport, the third busiest in India.



## Personalized mobility. Corporate responsibility.

Today we want technology to serve us individually, to be tailored to our special requirements. And new advances in urban mobility are taking us to a whole new level of convenience, while at the same time reducing energy consumption and protecting our environment. At Schindler, we're bringing our corporate responsibility up close and personal.

