The Most Famous Electronic Message Boards in Time Square by Crowin Smith

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Time Square in New York City is where electronic message boards were first introduced. And now you can see many of them displaying, advertisements, temperature, time and news. There are several worthy pursuing:

One Times Square

On January, 1905, Time Square welcomed its newest building. The 25â€“floor building named One Time Square was the 2nd tallest building in Manhattan at that time. The opening day celebration lasted for an entire day. It quickly gained a reputation for being a gathering spot for people during world events. Upon install of a tall message center, The New York Times announced "HUGE TIMES SIGN WILL FLASH NEWS." The world's first public text messaging system was reveled with a reader board that was five feet high and at 880 feet long, completely surrounding the base of the NY Times building. The â€œzipperâ€• (as it was called) displayed first a message immediately announcing the results of the Herbert Hoover - Al Smith presidential election of that year.

Morgan Stanley

In 1996, Morgan Stanley, a global financial services firm, launched a triple-header electronic message banner to broadcast the latest financial news headlines, stock quotations, commodities prices and foreign exchange rates right outside of its office at the heart of Times Square. The three electronic signs are all in amber color and the top one is 10.5 feet high and 155 feet long, showing mostly financial news. The lower 2 are the same size, 12.5 feet by 155 feet. Now the Morgan Stanley banner has become a live sign and a representation of the company itself in Time Square.

ABC News

Talking about the most influential and famous electronic message boards in Time Square, you have to mention the ABC News signs. This internationally known message board was introduced in 1999, including a huge video screen showing accompanying graphics with text and two message banners referencing ABC News headlines and sports news. The big screen is combined with nine ribbons and each ribbon was 133 feet of horizontal bends and curves around the front of Time Square Studio building. When there is any big event happening, such as the election night, this LED sign will turn Time Square into a global watching event.

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