

MANNREPORT™

November/December 2006

The Wall Street Journal Office Network

Improving Building Communications

For property owners and managers grappling with the longstanding question of how to effectively communicate with their tenants, The Wall Street Journal in association with Office Media Network has devised a solution that will address this issue head on, as well as deliver an important and much sought after tenant amenity: access to up-to-the-minute news and information from The Journal.

The Wall Street Journal Office Network uses high-definition large-format flat screen panels in the public areas of office properties to deliver up-to-the-minute news from the four main sections of The Journal, as well as updated stock indexes, scrolling breaking news, weather, and time. In addition, using a web-based property portal, owners and managers can instantaneously create and upload building and safety messages to their screens, thus communicating with their tenants in almost real-time. The types of messages can range from space available notices, tenant and visitor welcomes, building event notices, construction alerts, and even urgent life-safety messages should the need ever arise.

It's this type of control and tenant amenity that convinced Trizec Properties, Inc. to debut the service in their office buildings in New York, Los Angeles, Washington, D.C., and Chicago. "We are pleased to provide our building customers and guests with The Wall Street Journal Office Network, as it is a very progressive way to enhance the value of our lobby experience," said Bill Tresham, executive vice president and chief operating officer, Trizec Properties, Inc.

"We believe The Wall Street Journal Office Network is the most technologically advanced communications network we've seen and the content provided fits the high-caliber customers in our office properties. In addition to providing The Journal's content on a daily basis, it serves as a valuable communication tool for delivering relevant building news and emergency messages in a timely and highly visible system," Tresham added.

Jim Harris, founder and chief executive officer of Office Media Network, the innovator behind this service, has been long aware of the competitive nature of the commercial office property industry, and he developed The Wall Street Journal Office Network to "offer office building owners a unique amenity to distinguish their properties."

As property owners continue to develop ways to attract new and retain existing tenants, Harris sees this service as a win-win for everyone involved, with tenants receiving a new amenity designed to keep them informed in the course of their business day and property owners having a tool to communicate with their tenants in "an appealing, accessible, and sophisticated way."

"Despite advances in technology, many owners still communicate with tenants using easels in lobbies, paper notices posted near elevators, or public address systems," said Harris. He noted that the transformation of the lobby space to include more tenant-



photo: Sean Williams

focused amenities and services was an effective tool for keeping occupancy levels high. With this goal in mind, he has recruited and assembled a team of real estate, IT, and operations people with a high level of experience within the commercial real estate industry to run OMN.

The move is also a very strategic one for Dow Jones: "This partnership leverages our premier brand and content, taking The Journal into an entirely new distribution channel that provides a dynamic, location-based digital platform," said L. Gordon Crovitz, executive vice president, Dow Jones & Company and publisher, The Wall Street Journal. "We know from our research that people increasingly want access to our news, however, whenever and wherever they need it, so the introduction of The Wall Street Journal Office Network is consistent with our strategy of delivering award-winning news and information across multiple distribution channels."

Office Media Network said that they are currently in discussions with several other large real estate companies, with plans for rapid expansion into additional cities in the United States over the next several months.

*Jim Harris, Chief Executive Officer
Office Media Network
10 South Riverside Plaza, Suite 1220
Chicago, IL 60606
Tel: 312-235-4800
Fax: 312-235-4848
jharris@officemedia.com
www.officemedia.com*