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## Trizec Adds New Stream to Tenant Amenities

By Dana Dubriwny



### WSJ Office Network

CHICAGO-Trizec Properties Inc. in July will debut a new tenant amenity that is a step up from the news feed now found in building elevator cabs. Soon to be located in 80 office buildings throughout New York, Los Angeles, Washington DC and Chicago, new flat-panel LCD screens will offer tenants and visitors business news, information and customized announcements.

The property manager has teamed up with the Dow Jones & Co.'s latest product line, the Wall Street Journal Office Network, to offer the latest in information technology. Bill Tresham, executive vice president and chief operating officer with Trizec tells GlobeSt.com that the caliber of the information tool exceeds what is currently available.

“When they showed me what was possible, I realized that what was missing was the dynamic messaging,” he says. “There’s no doubt this is an attractive thing; they have figured out the product that’s perfect.”

The WSJ Office Network will provide building tenants and visitors with up-to-the-minute news from the Journal’s main sections and market indexes, weather and scrolling breaking-news headlines. Building owners can also use the new medium to communicate important announcements to tenants regarding building-related events, maintenance and security, Tresham says.

And because advertisers and marketers can use the network to deliver high-impact, cost-effective advertising messages in heavy traffic areas, as well as showcase upcoming marketing events in buildings throughout the country, Tresham says the product is a win for all parties.

James Harris, founder and chief executive officer of Office Media Network Inc., the brains behind the product, says the tool is a way for office building owners to distinguish their properties. “Despite advances in technology, many owners still communicate with tenants using easels in lobbies, paper notices posted near the elevators, or public address systems,” he says. “We’re providing a new communications channel for office owners to reach tenants in an appealing, accessible and sophisticated way.”