

next floor



Working
Together

This issue of *Next Floor* looks at how businesses are partnering with Schindler to add value and improve productivity by delivering efficient and reliable mobility services.



Schindler



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Schindler news from North America and beyond

Cover photo: The Hearst Tower in New York City. Photo, page 2: Canada Line, Vancouver.

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Seeking new approaches



In today's challenging economic climate, we're all exploring new ways to contain costs and remain competitive. Schindler is constantly demonstrating how new technologies can help us do both by delivering state-of-the-art service systems, while at the same time enhancing the efficiency, safety and reliability of mobility solutions in buildings across the globe. These are especially trying times for owners and operators of older buildings who strive to retain and compete for tenants in commercial markets characterized by an overcapacity of office space. It's one reason why our Schindler ID® destination-dispatch technology has been received with such enthusiasm. A phased modernization approach allows us to work hand in hand with building owners to upgrade the performance of their elevator systems without inconveniencing tenants. When completed, the end result is an elevator system as technologically advanced and efficient as any found in the newest skyscrapers. By forging close partnerships with our customers, and by providing state-of-the-art equipment backed with technologically advanced service, we're working together to move our economy forward.

This issue of *Next Floor* examines ways in which business growth is being revitalized. In it we explore how new transportation links are bringing cities closer together. And we highlight examples of innovative solutions to the challenges of expanding office space in built-up geographies. For Schindler, mobility encompasses more than moving people; it's also about moving new ideas and new strategies to achieve greater efficiency and productivity. As both a manufacturer and service provider, we continue to explore new solutions, aided by our global perspective and our dedication to research and development. For us and for our customers, quality, safety and reliability are prerequisites for success.

Join us in this issue as we investigate the mobility challenges we face, and discover the solutions that empower us to move the future.

A stylized, handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke at the end.

Jakob Züger
Chief Executive Officer, Americas

Built on an empire

It's believed he was the inspiration for Orson Welles' 1941 movie, "Citizen Kane." At the age of 23, he assumed the operation of a lackluster daily newspaper, the *San Francisco Examiner*, which he transformed into a major success by hiring the best journalists and using exciting illustrations to bring articles to life. In 1895, he purchased the *New York Journal*, which he used to form the foundation of a growing newspaper portfolio. By the 1920s, he had amassed a network of 28 newspapers, and William Randolph Hearst became the most famous publishing baron in American history. His empire would extend to notable magazines like *Cosmopolitan* and *Good Housekeeping* and in 1948, he even became the first owner of a television station, WBAL-TV in Baltimore.



Photo above: The Hearst Building as it would have appeared circa 1928. Photo right: The completed Hearst Tower with the 42-story expansion atop the original structure. Photo credit, above and right: Michael Ficeto/Hearst Corporation.

Recurring dream

In 1928, Hearst commissioned the construction of a six-story art deco-style building in New York City, which he envisioned as the foundation for a future skyscraper. The depression of 1929 convinced him to postpone the planned expansion, and the building remained unchanged for 75 years. In 1988, long after Hearst's death, it became a New York landmark. In 2003, the Hearst Corporation, the current owner, in order to meet the need for more office space, commissioned a 42-story expansion of the building. Architect Lord Norman Foster, whose résumé includes the renovation of the British Museum in London and the reconstruction of the Reichstag in Berlin, designed the expansion to preserve the original structure and combine both old and new architectural styles. ►





► **Green rewards**

Completed in 2006, and now called the Hearst Tower, it is regarded as the first “green” high-rise commercial office building in New York. It received the 2006 Emporis Skyscraper Award and the 2008 International Highrise Award, and it also earned a Gold designation from the U.S. Green Building Council’s LEED®* certification program.

The building uses 26 percent less energy than the maximum set by the city of New York. The Hearst Tower also employs a geometric design called a diagrid that capitalizes on the inherent strength associated with a triangle to eliminate the need for about 2,000 tons of steel, a 20 percent savings over typical office buildings. The steel itself is composed of 80 percent recycled content and is just one of the energy-saving attributes of the building. Rainwater collected on the roof is used for the cooling system and for a water sculpture in the spectacular lobby, the floor of which is paved with heat-conductive limestone.

Unlike some buildings that are designated “green” only because of interior systems, the Hearst Tower is considered “green” inside and out.

Photo below, top: The triangular “diagrid” design is evident in this close-up of the structure. Photo credit: Michael Ficeto/Hearst Corporation. Photo below, bottom: One of the dramatic escalator lobbies inside the Hearst Tower.



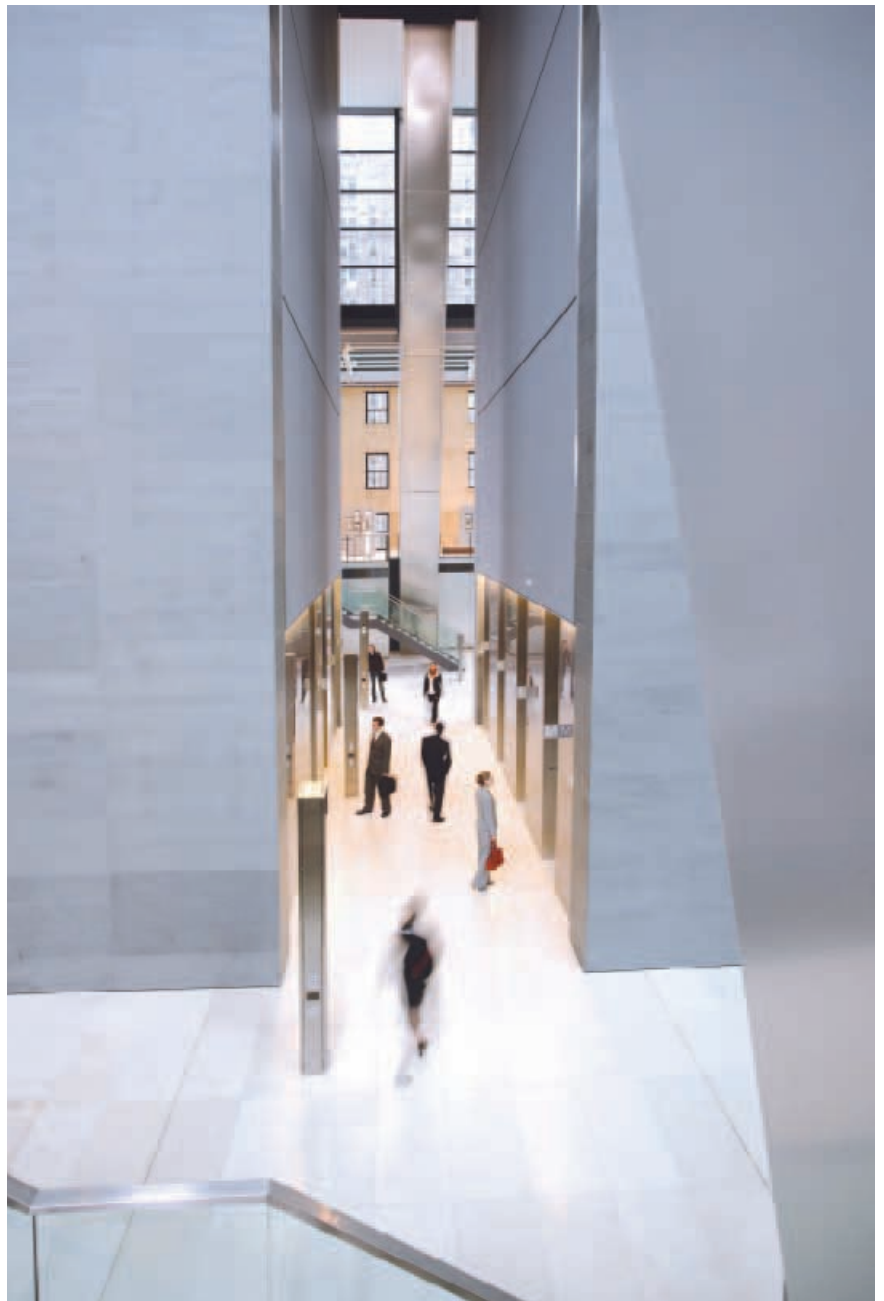


Photo far left: A visitor enters her desired destination at one of the Schindler Miconic 10® keypads. Photo left: Brian Schwagerl, vice president of real estate and facility planning, Hearst Corporation. Photo credit: Michael Ficeto/Hearst Corporation. Photo, below: An elevator bank inside the towering lobby.

Smart moves

Schindler supplied the Hearst Tower with 15 technologically advanced 7000™ series high-speed elevators, two service elevators, four hydraulic elevators and three escalators. The operating system controlling the tower's passenger elevators is the Miconic 10® destination-dispatch system that groups passengers destined for the same floors. According to Brian Schwagerl, vice president of real estate and facility planning for Hearst Corporation, "Our requirements for a smart elevator system were for energy efficiency, design, desirability and functionality. Schindler hit the mark on all of those. The Miconic 10 is a tool of communication for a company focused on communication. It was a great fit for Hearst. And Schindler's service is outstanding. They fully support their products."

Tom Farrell, senior managing director, Tishman Speyer, the developer and property management firm for the Hearst Tower, adds, "This partnership with Schindler was a very successful project." Bruce Phillips, senior director, Tishman Speyer, said, "We have a long-term history with Schindler and using their dispatch system. This was a very high-profile project, and given our previous successes with Miconic 10, it was natural that we recommended this system for Hearst Tower." ►



► Marrying past and future

How is it possible to bring together two designs, one from the 1920s and a new design nearly 80 years later? The architects Foster + Partners created a form that rises above the old building, linked on the outside by a transparent skirt of glazing that floods the spaces below with natural light and encourages an impression of the tower floating weightlessly above the base. Structurally, the tower has a triangulated form with its corners peeled back between the diagonals to emphasize the tower's vertical proportions, while presenting a distinctive faceted silhouette.

William Randolph Hearst can be described in many ways, and most certainly fits the profile of a visionary. While he surely wouldn't have foreseen how long it would take for his dream of a skyscraper to be completed at 300 West 57th Street near Columbus Circle, it's easy to imagine that he would be pleased at the turn of events after 78 years. ■

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

Photo credit, top and bottom: Michael Ficeto/Hearst Corporation.



Hearst Tower Fast Facts

Groundbreaking: May 2003

Opened: October 9, 2006

Floors: 46

Square feet: 856,000

Employees: 1,800

Construction cost: \$500 million

Commerce in the Sunshine State

South Florida is world renowned as a great vacation destination offering abundant sunshine, fabulous hotels, beautiful beaches and sparkling nightlife. What many visitors may not know is that this area, encompassing Miami-Dade, Broward and Palm Beach counties, is also known as the South Florida conurbation with a population of well over 5 million.



Cities aligned along the Interstate 95 Highway corridor that runs north to south terminating at the southern tip of Florida are some of the fastest growing in the United States. Not only has the region attracted a diverse ethnic population, it has also become an important area for commerce. Mobility into and within South Florida is supported by a total of four major interstate highways, the two seaports of Miami and Port Everglades, Miami International and Orlando airports, and a well-designed mass transit system. While tourism remains a key economic engine for the region, businesses are spreading into the suburbs in a pattern typical of other major metropolitan areas. ►



Open 24 hours a day, seven days a week, the 976-foot-long Deerfield Beach Pier attracts thousands of fishermen annually and also offers a series of classes to the public on ocean ecology and conservation practices.

► **Problems create opportunities**

Deerfield Beach, a suburb of South Florida, named for the abundant herds of deer that were found in the area at one time, is successfully combining the advantages of a resort lifestyle with the services and amenities desired by businesses. Here, beachfront homes and condominiums provide a relaxed backdrop for commercial offices like those found at Corporate Pointe, a three-story, two-building complex constructed in 1986. Offering 80,000 square feet, the buildings are served by two elevators and, while the complex is small by comparison to many skyscrapers, the need to move the 24 tenants at Corporate Pointe and their visitors safely and efficiently is no less important.

Photo below: Jim Young, president of ZAY Management, says “Reliable elevator service is essential for the comfort and convenience of our tenants. We’re delighted with Schindler’s quality and service.”





Since the economic pinch has affected Deerfield Beach along with the remainder of South Florida, it's more important than ever for building owners and managers to keep building traffic moving smoothly and reliably so that tenants remain satisfied.

According to Jim Young, president of ZAY Management, the Corporate Pointe building operator, "It's absolutely imperative in this environment that we show how well we can keep a building running to both our Fortune 500 tenants and our smaller renters. Our former elevator maintenance company tried unsuccessfully for eight months to fix an elevator that regularly skipped stops at intermediate floors. We knew Schindler from another one of our projects, the Medical Arts at Village Center, so we brought them in to Corporate Pointe to see if they could fix the problem. In a single visit, the Schindler technician diagnosed the problem, ordered the part, and within a week the elevator was fixed. Needless to say, we were so impressed that we moved our maintenance contract for Corporate Pointe to Schindler."

"We've also added Schindler equipment and service to three of our other buildings," he added. "And Schindler is an integral part of our ability to demonstrate the high level of performance and service we provide at our properties."

Into the future

Urban planners are working to support the continuing development along the I-95 corridor in South Florida, forecasted to regain momentum early next year and continue to the year 2050 and beyond. Expanded transportation systems including bus, air, rail and monorail, will be required to serve this region's forecasted commercial development. Providing building owners with exceptional elevator service will be a key factor in helping them to attract and retain tenants in an increasingly competitive market.

Schindler is prepared to help meet the challenges of South Florida's anticipated urban growth, and the expansion of urban areas around the world, by providing innovative technologies and mobility solutions that keep tenants, residents and visitors moving in virtually every type of building. ■



East Meets West

Hong Kong is one of the most densely populated areas in the world. Bordered on three sides by the South China Sea and occupying just 428 square miles, it has a population of 7 million. This bustling metropolis that connects Eastern and Western traditions has long been recognized as an important hub for commerce and culture, and as one of the world's leading financial centers.

Photo below, top: Rigging used for applying interior finishes. Photo credit: Guido Gilli, Jardine Schindler Hong Kong. Photo below, middle: Technicians install the newest generation of Schindler high-performance elevator drives. Photo credit: Hanspeter Köpfl, Andreas Ryser, Jardine Schindler Hong Kong. Photo below, bottom: The International Commerce Centre rises to become part of Hong Kong's skyline. Photo credit: Sun Hung Kai Properties.



The International Commerce Centre (ICC) is located in Sun Hung Kai Properties' newest development at Kowloon Station, where many multinationals have set up offices to take advantage of its convenient location and premium amenities. Constructed as a symbol of the region's growing global importance, ICC was started in 2005 and is scheduled for completion in 2010. This 118-story, 1,587-foot-high skyscraper will become Hong Kong's tallest structure and the third-tallest building in the world.

Towering technology

Not only will the International Commerce Centre represent a prestigious Hong Kong business address for many of the world's leading companies, it will also be the home of the world's highest hotel. Occupying the top 15 floors, this 300-room hotel will have its lobby located 1,395 feet above ground level on the 102nd floor.

Of course, businesses will occupy most of the building, and companies began moving in during 2008 while construction was still in progress. Schindler has been active in the construction phase, supplying nine builders lifts to ferry people and materials as the tower reaches skyward. Once completed, Schindler will have supplied 59 Schindler 7000™ high-rise elevators, including 40 with multi-deck cars, as well as 37 escalators. The multi-deck elevator groups run from 236 to 1,296 feet at between 11.5 and 29.5 feet per second, while one service elevator will run 1,555 feet to within 30 feet of the roof. ►





ICC Tower Fast Facts

Location: Kowloon

Anticipated completion: 2010

Floor area: 2,822,039 square feet

Number of floors: 118

Number of elevators: 83

Number of escalators: 37

Observation deck: 100th floor

Building height: 1,587.9 feet — will be Hong Kong's tallest building with third-highest roof in the world

Use: Mixed — office, hotel, retail, parking

Developer: Sun Hung Kai Properties

Architect: Wong & Ouyang (HK) Ltd.

Design architect: Kohn Pedersen Fox

Time to airport via rail: 20 minutes

With an anticipated flow of 30,000 people per day through the ICC Tower, the developer, Sun Hung Kai Properties, addressed the challenge of moving tenants and visitors safely and reliably through the building early on in the design stage. Their solution was to specify multi-deck elevators that reduce shaft space in the building core and deliver the ability to double the number of passengers carried. Combined with Schindler ID® personalized access control, the ICC's multi-deck elevators provide cutting-edge technology to further enhance urban mobility by grouping people traveling to the same floor. This reduces the number of intermediate stops, thereby improving elevator system efficiency with the added benefit of energy cost savings.



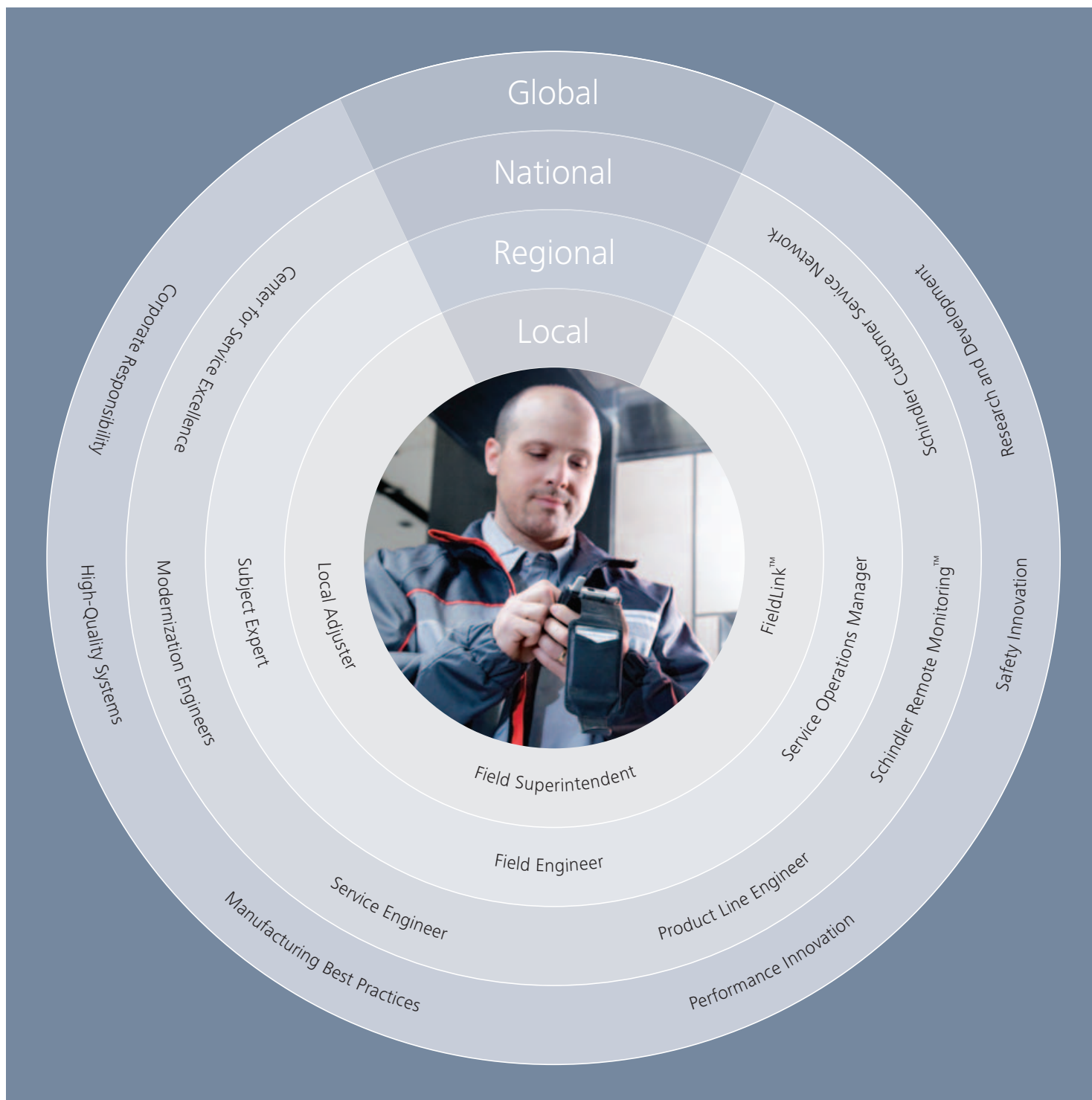
Personal service

With Schindler ID, access within the ICC Tower is controlled based on the user's identity and the desired destination floor. The access parameters can be customized at any time for each individual, from full access to highly restricted, using the Schindler ID software. Passenger attributes can be stored on a variety of identification tools such as PIN codes, badges, key tags or other electronically readable devices that are programmed with the user's details. When an individual's PIN code is "read" at the Schindler ID terminal, located near the elevators, the system will check the person's access rights and assign an elevator car to take the passenger to the desired destination as quickly as possible. This unique technology personalizes the system for passengers and at the same time provides the ICC building owner with enhanced levels of security.

The International Commerce Centre, along with nearby skyscrapers, will form a stunning "Victoria Harbour gateway" symbolic of both Hong Kong's position as a portal to the East and the spectacular rise of China's influence on the world economy. It will also serve as a dramatic backdrop to the tiny sampans that float silently in the harbor below as reminders of the significance of thousands of years of Asian tradition ... as East meets West. ■

Unseen dedication. Visible results.

Schindler provides reliable mobility to millions of people who never have to concern themselves with how the elevators and escalators that carry them to their destinations are maintained. But, for those few who have wondered about what it takes to keep them moving, here's a look behind the scenes. It all begins with the Schindler service technicians in the field, the most highly trained men and women in the industry who, armed with leading-edge technology and a culture of service excellence, are surrounded by a multilevel support organization.



Its.

The millions of people who count on Schindler elevators and escalators for safe and reliable transportation don't have to think about our equipment, because we do.

Local support

Every Schindler service technician is equipped with FieldLink™, a fully functional hand-held PC, cell phone, dispatch device, troubleshooting tool, parts database and service manual all rolled into one. This amazing device gives technicians immediate access to the complete service history, special needs and repair routines for every piece of equipment they maintain. With the aid of an advanced interactive software program called OSCAR, technicians can quickly identify the most likely source of the problem and fix it right the first time. If necessary, they can even order parts right from the job site or request advanced technical support from a field superintendent and local adjuster.

Regional support

When unusual or complex situations arise, the Schindler service technicians can reach out to their regional service operations manager, field engineers and subject experts, who are always ready to provide in-depth technical assistance. They can support the technician with decades of maintenance experience covering all types of systems and brands of equipment.

National support

If an elevator or escalator needs unscheduled service, customers across the country simply call the Schindler Customer Service Network. The technician receives a message on FieldLink from the customer service representative, is alerted to the problem and responds with an estimated time of arrival. This information is immediately relayed to the customer. When systems are equipped with Schindler Remote Monitoring™, technicians can be dispatched to the site to address subtle changes in performance, often before a real problem ever develops.

At the national level, there are also product line, service and modernization engineers who coordinate their efforts to help ensure that the reliability built into Schindler equipment is maintained through every stage of an elevator's or escalator's life cycle. Their knowledge is shared with technicians at the Center for Service Excellence that provides training, technical expertise and sales support in all areas of maintenance and repair for elevators, escalators and moving walks. As a pioneer in dedicated service for all brands of vertical transportation



Schindler's skilled technicians, trailblazing service systems and state-of-the-art technologies are at work to provide the dependable vertical mobility passengers take for granted every day.

equipment, Schindler expertise is unmatched, and the Center for Service Excellence is the premier service support center in the industry.

Global support

As a global enterprise, Schindler service technicians are at work in more than 140 countries on five continents. A substantial research and development effort supports their continued effectiveness, bringing new safety and performance innovations to market. Employing best practices in manufacturing helps to ensure Schindler technicians are servicing the industry's highest-quality systems. Improving the environmental impact of our products and processes — particularly the consumption of energy and materials — is fundamental to our corporate responsibility and reinforces our leadership position, a position well represented by every Schindler service technician. ■

As a float plane glides off the waters in the harbor and gains altitude, the tourists aboard take in a view of cruise ships cradled in their berths alongside the shimmering skyline of Vancouver, British Columbia, the third-largest city in Canada. Within minutes, they're over Stanley Park, the famous Lion's Gate Bridge and soaring above the impressive North Shore Mountains. As they travel out of the Burrard Inlet and over the Strait of Georgia, pods of killer whales can be seen breaching the emerald waters below.



A Line Forms in Vancouver





Selected to host the 2010 Olympic and Paralympic Winter Games, Vancouver is a major tourist destination and ranked as one of the “greenest” and most livable cities in the world. It’s also a gateway to the winter resort of Whistler, where many of the Olympic events will take place. Richmond, a city just 11 miles to the south, will host speedskating events at its recently completed Olympic Oval. The Vancouver International Airport, located in the outskirts of Richmond, is the tourist portal to the games and is just 7.5 miles from downtown Vancouver.

Reliable urban mobility

Both Vancouver and Richmond are cities concerned with preserving the beauty of their natural surroundings and soon will see further reductions in car traffic. This is largely due to a public-private partnership (P3) project in British Columbia to offer efficient mass-transit alternatives. The most recent of these is the Canada Line, an automated, rail-based rapid transit service connecting Vancouver with central Richmond and the Vancouver International Airport. Linking with existing rail lines at Waterfront Station in Vancouver, the Canada Line will add transit capacity equivalent to 10 major road lanes, reducing the cost and pressure of the automobile on the environment. In addition, the Canada Line will provide fast and easy access between the Vancouver and Richmond Olympic venue areas in 2010 and beyond. ►

- Schindler is supplying 38 escalators, many of which are outdoor covered installations, and 34 elevators to 15 stations of the Canada Line, along with a full suite of ISO-certified maintenance services to keep the equipment in top operating condition. This includes Schindler Remote Monitoring™ (SRM), an intelligent electronic system that monitors elevators and escalators 24/7, every day of the year. The elevators and escalators play an important role for the Canada Line rail system in delivering passengers safely and reliably to their destinations.





Photo far left: Brent Fisher, SNC-Lavalin Inc. contract administrator, overseeing Schindler Elevator Corporation.
Photo left: A rapid transit train pulls into one of the stations along the Canada Line route.

The challenges

After carefully listening to customer requirements in meetings with transit officials and the contractor, it became clear to senior-level Schindler managers that a variety of installation configurations would be encountered at each of the stations. And, since each station would be monitored with cameras, extensive use of glass in the elevators would be needed to meet security requirements.

SNC-Lavalin Inc., one of the leading engineering and construction groups in the world, is responsible for the engineering, procurement and construction of the Canada Line Rapid Transit Project. According to Brent Fisher, contract administrator overseeing Schindler, "We selected Schindler for this massive project because they offered the wide variety and quality of products we required. Since most of the elevators and escalators are installed in outdoor stations, the equipment has to withstand the rigors of weather and temperature extremes. Modifications to meet these demands included waterproofing of switches and controllers, automated lubrication of key components and the addition of heating elements to help ensure smooth operation in below-freezing temperatures.

"Schindler also met the challenge of a tight installation deadline to ensure the rail link would be completed on schedule. The involvement of the Schindler team early in the assignment, and the close coordination of project partners offered the flexibility to meet the scheduling challenges that typically arise in projects of this complexity," added Fisher.

The Canada Line will be fully operational by the Labor Day weekend in early September 2009. As part of a maintenance agreement, a team of Schindler service technicians will ensure dependable and efficient elevator and escalator operation 24 hours a day, 365 days a year.

The vibrant city of Vancouver, set between the Pacific Ocean and majestic snow-capped mountains, is an ideal urban destination, and the Canada Line will provide residents and visitors with enhanced mobility via reliable and efficient rapid transit. ■



Canada Line Fast Facts

Cost: \$2 billion

Length: 11.8 miles

Construction methods: Bored tunnel, cut-and-cover tunnel, elevated and at-grade guideway, and two bridges

New stations: 16 total, four in Richmond, three on Sea Island and nine in Vancouver

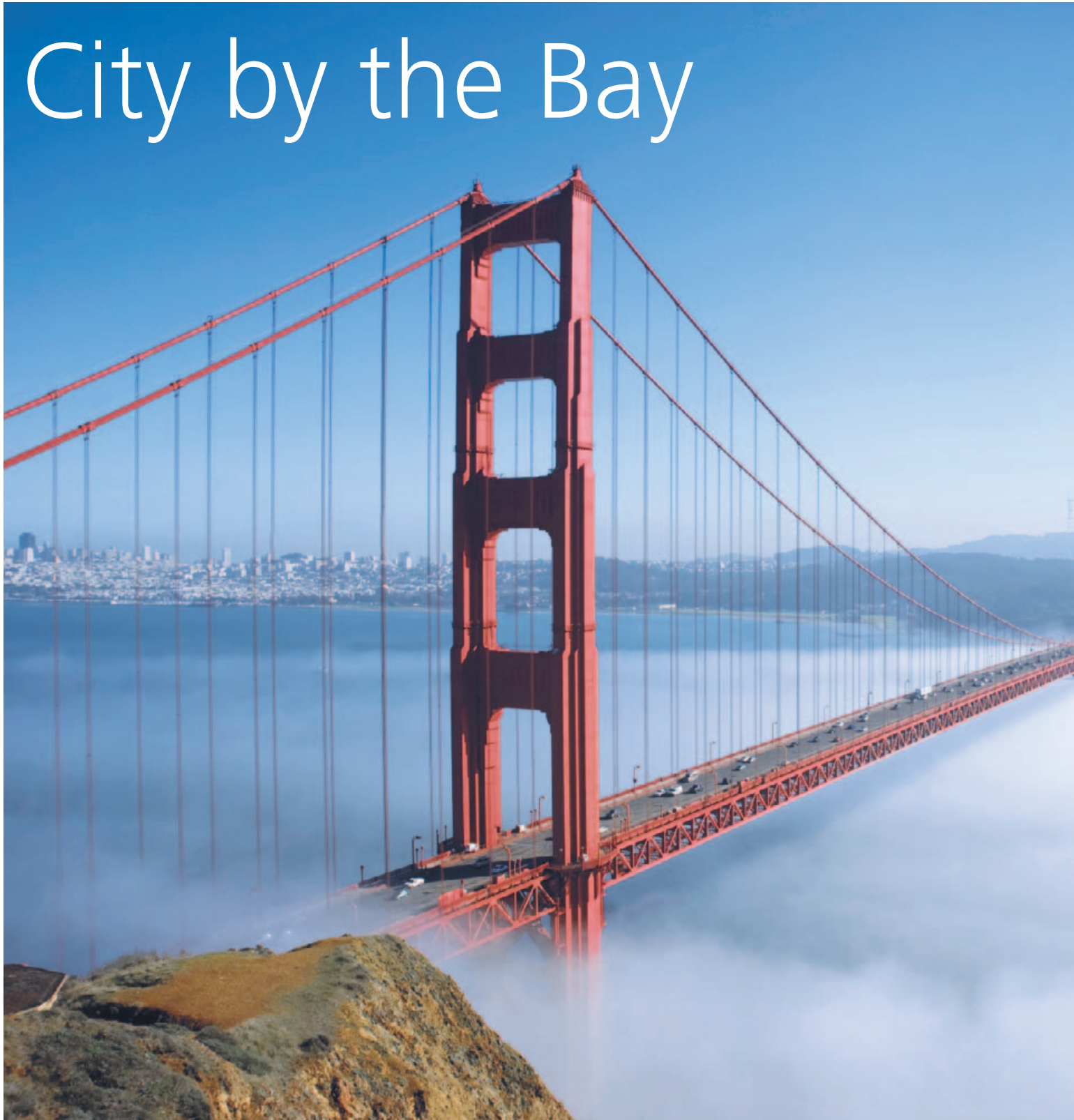
Schindler units: 34 elevators and 38 escalators

Transit capacity: equivalent to 10 lanes of roadway

Capacity: 100,000 riders per day anticipated

Transit time: approximately 25 minutes from downtown Vancouver to Vancouver International Airport

San Francisco is a city alive with diversity and excitement. From Chinatown to the Presidio and from Fisherman's Wharf to the Embarcadero, the city exudes a welcoming charm that captivates tourists and embraces commerce. On cool summer evenings, fog rolls in from San Francisco Bay, enveloping the Golden Gate Bridge and creating halos around the city lights as cable cars carry visitors to the city's renowned dining establishments.



City by the Bay



At last the mighty task is done;
 Resplendent in the western sun
 The Bridge looms mountain high;
 Its titan piers grip ocean floor,
 Its great steel arms link shore with shore,
 Its towers pierce the sky.

From "The Mighty Task is Done"
 by Joseph P. Strauss, chief engineer
 Golden Gate Bridge, 1937



San Francisco earned a reputation as a West Coast center for banking and commerce that dates back to the Gold Rush of 1848, when it grew from a small town to a major city, as 300,000 seekers of fortune invaded California. The growth has continued steadily, spurred by tourism and sparked in the 1960s and 1970s by an explosion of growth in financial and biotechnology industries, and marked by a period of rapid construction of skyscrapers. Soon San Francisco was virtually built out, with little if any space left for commercial development. Since the city sits at the top of a peninsula bordered on three sides by water, the only direction for commercial expansion was up. ►

► Today, many of the buildings constructed prior to the 1960s and 1970s, while state of the art when they were constructed, are too young to replace but old enough to demand modernization if they are to retain, and compete for, tenants. With high real estate prices, new construction is not always a cost-effective alternative. While modernization is the preferred alternative, it has been a problem for owners and managers because most modernization efforts can disrupt building operations, particularly those involving the upgrading of elevator systems.

333 Market Street in the financial district of San Francisco was the first commercial building in the U.S. to employ a phased modernization installation of the Schindler ID® access-control system.





The elevator lobby at 333 Market Street. The Schindler ID® destination-dispatch keypad is shown in the photo to the right.

Rising to the challenge

To help solve this dilemma, Schindler created a phased approach to elevator modernization that includes destination-dispatch technology to dramatically improve system performance. The first building in the United States where this phased destination-dispatch modernization was applied was 333 Market Street. The structure is a 33-story, Class A office building completed in 1979 in San Francisco’s financial district and is served by 12 Schindler high-speed traction elevators. The first step was to install revolutionary Schindler ID® controllers to gain immediate improvements in elevator operating efficiency and to transfer the system to destination dispatching. This system provides more individualized service and better traffic handling by grouping people traveling to the same floor. Once system performance was optimized, elevators were modernized in small groups with virtually no disruption or inconvenience to the nearly 3,000 tenants and visitors that move through the building each day. And, as an added benefit, because the elevators now operate more efficiently, they help lower energy consumption, thereby reducing operating costs in the process.

The Schindler ID® modernization at 333 Market Street has been so successful, and its benefits so apparent to other building developers and owners, that it has become a springboard for installations not just in San Francisco, but across the United States. This trailblazing technology provides building managers with efficient and reliable elevator operation, along with enhanced access control that can be customized for each passenger. ■

The Right Choice

Recently, Boston Properties, which owns and manages Four Embarcadero Center in San Francisco, a 45-story skyscraper completed in 1981, selected Schindler to upgrade its 18 passenger elevators with Schindler ID® access-control technology.



According to Daniel Murtagh, director of engineering for Boston Properties, “Our decision was based on Schindler’s reputation in the industry, their complete system approach and competitive pricing. We had experience with Schindler equipment and technology elsewhere in Boston Properties, and we also conducted interviews with other Schindler customers who had recently

modernized their elevator systems. Two key factors were the successful and comparable modernizations Schindler had already done in San Francisco under our city’s strict building department requirements, and their total destination-dispatch package appeared much more industry tested and proven, a complete system approach flexible in function.”

House and Home

It stands as a pristine symbol of America's prestige and power, and serves as the principal office of the President of the United States and the home of the first family. Its style is reminiscent of graceful Georgian-era Irish country homes and public buildings, while its internal operations reflect the energy of a global superpower.



The East Wing houses the offices of the first lady, White House social secretary and additional administrative staff. The West Wing is home to the Oval Office, which is famous as the site of Presidential addresses to the nation, the location where the President meets with heads of state and where critical decisions are reached that affect the security of the United States.

The White House is the heart of the executive office of the United States government. It is here where the President works with other branches of government to set the course for America and its diplomatic relationships with the nations of the world. It is a busy hub where activity seems never to cease and where policy and history are made every day.

Working diligently in the background, Schindler has serviced the White House elevators since 1978, keeping officials, families and world leaders moving through its offices and rooms. Schindler is responsible for the 24-hour-a-day maintenance of the President's and staff elevators, two sidewalk lifts, one freight elevator and two dumbwaiters. Keeping the White House building systems functioning seamlessly and reliably every day, including its elevators, is part of the job of the director of the executive residence. The White House is more than the home office of America's chief executive; it is the lifeblood of the United States government and a nexus for communicating with each of its branches and departments, and, most important, with the American people. ■



The White House Fast Facts



132 rooms, 412 doors, 147 windows, 28 fireplaces, 7 staircases, 35 bathrooms
6 levels, 55,000 square feet
6,000 visitors per day
Five full-time chefs, able to serve dinner to 140 guests and hors d'oeuvres to more than 1,000
Recreation facilities include: tennis court, swimming pool, movie theater, billiard room, bowling lane and, soon, a basketball court
John Adams was the first U.S. President to live in the White House
24 of the U.S. Presidents who have lived in the White House have had their dogs in residence
White House tours must be arranged through members of Congress. For details visit: www.whitehouse.gov/about/tours_and_events

Valley of the Vapors

In 1541, Hernando DeSoto became the first European to see what Native Americans referred to as the Valley of the Vapors, when he and his men reached this area and thought they had discovered the Fountain of Youth. Native American tribes had been gathering in the valley for untold numbers of years to enjoy the healing properties of the thermal springs. There was agreement among the tribes that they would put aside their weapons and partake of the healing waters in peace while here. Eventually this place would become America's first resort and the first town to be named a national park: Hot Springs, Arkansas.



Today, Hot Springs National Park remains a leading vacation destination, attracting millions of visitors, and is home to a growing retirement population. It is a small town where travelers pause to refresh themselves in 143°F mineral water baths, immerse themselves in the area's natural beauty and enjoy spectacular views from high atop Hot Springs Mountain Tower. This is the boyhood home of Bill Clinton, the 42nd President of the United States; the location of

Garvan Woodland Gardens, a premier botanical garden; charming Bathhouse Row, where visitors can relax in therapeutic mineral spring waters, and home to dozens of other attractions from art galleries to film festivals and outdoor sports to horse racing and gaming. Schindler is hard at work behind the scenes moving people safely and smoothly through Hot Springs' hotels, bathhouses, race tracks and other exciting venues.



To the baths ...

Helping to maintain Hot Springs' place in history is the Buckstaff Bathhouse. In continuous operation since 1912, it remains the only bathhouse still operated by the U.S. National Park Service. Here, visitors can enjoy the natural, unadulterated mineral spring waters that have made this area famous. Of course, making sure the Buckstaff Bathhouse elevator moves reliably is the job of Schindler service technicians, who see to it that this equally nostalgic piece of equipment with manual gate and doors runs smoothly, day in and day out. Once refreshed in the mineral spring waters, many visitors seek out a diversion that will quicken their pulse. ►



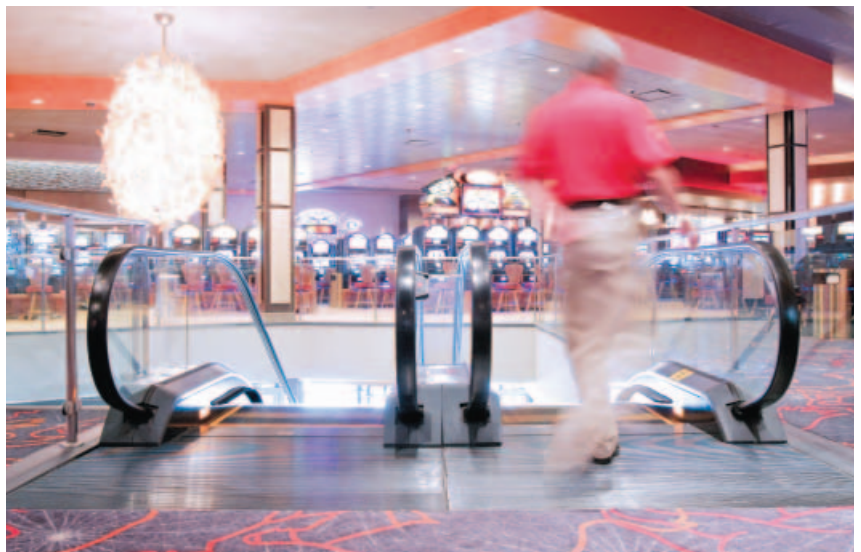
Photos left, top and bottom: The Buckstaff Bathhouse is listed on the National Register of Historic Places and became a National Historic Landmark in 1987. Currently, it is privately owned and operated but regulated by the National Park Service of the U.S. Department of the Interior. Photo above: Hot Springs' Bathhouse Row. Photo credit: Arkansas Department of Parks & Tourism.

And they're off ...

When it comes to running, visitors to Hot Springs will find Oaklawn Park provides plenty of thoroughbred action. Among the most highly rated racetracks in the U.S., this one-mile dirt oval is home to the Racing Festival of the South, the Apple Blossom handicap and the Arkansas Derby, among others. The recent addition of a new gaming facility at Oaklawn Park has greatly increased its popularity as an exciting Hot Springs attraction. Keeping Oaklawn's 14 elevators and escalators in the winner's circle is again the job of Schindler service, and thanks to the reliable performance of both equipment and technicians ... five additional elevators and escalators are currently under construction. Of course, excitement isn't limited to the turf; there's adventure higher up as well.

To the top ...

There's so much to see in Hot Springs that a great way to take it all in is from Hot Springs Mountain Tower. Schindler elevators will transport you 1,256 feet to the top of the tower, where you can enjoy the spectacular view of the Hot Springs National Park, the natural beauty of the Ouachita Mountains, and the historic downtown and bathhouse districts. ■



With roots that date to 1904, Oaklawn Park combines the excitement of thoroughbred racing, gaming and fine dining, and has become one of Hot Springs' leading attractions.



Hot Springs National Park Fast Facts

Area: 33 square miles

Became a National Park in 1921

Population: 39,000

Number of visitors annually: 1.9 million

Number of springs: 47

Number of golf courses in area: 17

Ranked fourth among America's Top 100 Small Arts Towns

next news



PITTSBURGH RAIL EXTENSION PROJECT

This high-profile construction project will extend the Allegheny County Port Authority's light-rail system by 1.2 miles to connect downtown Pittsburgh, Pennsylvania, with the North Shore. Three new stations will be built for the expansion and will feature a total of eight elevators and five escalators, including five Schindler 9700® escalators that are specifically designed for the robust, high-traffic requirements of transit applications. Once completed, the project will give residents greater access to the North Shore's many entertainment, sports and cultural attractions.



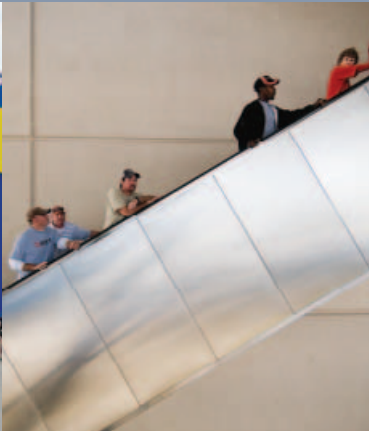
SCHINDLER ID USED IN LONDON MODERNIZATION

Portland House, an iconic 29-story building within easy view of London's Buckingham Palace, has selected Schindler to replace and modernize its elevators. Schindler ID®, including touch screens and barriers, will add extra security and efficiency to two six-car groups of elevators. Portland House is the highest building in Victoria and Westminster, and is similar in style to the MetLife building in New York City.



SCHINDLER IN IRELAND'S FIRST IKEA

Ireland's first IKEA store is equipped with Schindler elevators and escalators. Located in Belfast, the new IKEA store is served by five Schindler 2600™ elevators, five Schindler 2400™ service units and one Schindler 5400™ passenger elevator, as well as two escalators and one moving walk. The Swedish retail chain operates 296 stores in 36 countries around the world, and Schindler has provided the mobility solutions in many of them.



ESCALATORS IN ENTERTAINMENT VENUES

A white paper focusing on escalators in entertainment venues is now available on the Schindler Web site. *Ticket to Success: Escalators in Entertainment Venues* highlights how to calculate escalator capacity for short periods of high demand, the potential need for additional sound attenuation and the ability to coordinate escalator design with interior decor. The white paper was distributed via Reed Publishing's electronic newsletter, *The Means Report*, to more than 70,000 construction industry decision makers. Visit: www.us.schindler.com/escalators_entertainment_010509.pdf



Working together. Living together.

For society to evolve, we must remain on the move. To that end, Schindler is partnering with customers around the world to create new solutions to the challenges of urban mobility. Working together, we move 900 million people each day — their ideas, emotions and aspirations. Schindler and our customers — moving the future.

