
CSX TRANSPORTATION ILLUMINATES JACKSONVILLE SKYLINE WITH NANOLUMENS PERFORMANCE SERIES DISPLAYS

PHASE INTEGRATION DEPLOYS NANOLUMENS PERFORMANCE SERIES ATOP THE 251-FOOT CSX TRANSPORTATION BUILDING IN DOWNTOWN JACKSONVILLE



BIRDS-EYE VIEW

CSX Transportation is one of the nation's largest freight railroads, operating over 20,000 miles of track across 23 states, the District of Columbia, and two Canadian provinces. Headquartered in Jacksonville, Florida, the national transportation provider is based in a 251-foot high-rise in the city's Northbank district, overlooking the St. Johns River. Built in 1960, the CSX Transportation Building has become a central fixture of the Jacksonville skyline.

CSX recently unveiled a custom LED sign atop its headquarters, featuring the company's modern logo alongside a locomotive image. Phase Integration, a national commercial technology solutions provider, was selected to design, manage and integrate the project. Since 2016, Phase Integration has delivered a holistic approach to office technology for businesses across Jacksonville.

STRONG RELATIONSHIPS

Building on prior success with Nanolumens, Phase Integration turned to the LED manufacturer for this highly visible installation. The two companies had previously collaborated on complex projects, including Brightline Station in Miami, and Phase Integration trusted Nanolumens to provide the engineering expertise, design flexibility and reliability required for a one-of-a-kind rooftop display.

"One of the main reasons we chose Nanolumens was due to the complexity of the project. The engineering support and resources we knew we'd receive from them were a huge factor for us. The project at CSX Transportation Building was truly one of a kind, and Nanolumens is the go-to for anything custom when it comes to LED solutions."

- Casey Morris, senior director of operations, Phase Integration

Phase Integration previously partnered with Nanolumens on the Brightline Station in Miami, where custom LED displays were engineered for a three-story column set at a 15-degree pitch. The installation at the CSX Transportation Building, however, was even more complex. "Unlike Brightline Station, which was mostly straight lines, this installation includes four distinct rooftop signs that define the Jacksonville

COLLABORATION FROM CONCEPT TO COMPLETION

Nanolumens collaborated closely with Phase Integration to bring CSX's vision to life. "When a customer says, 'We want our logo on top of our building next to a train – can it be done?' our answer is always 'Yes,'" said Morris. "Nanolumens collaborated closely with us on renderings, logo files and digital simulations, which enabled our clients to see their vision in advance. If we compare the renderings to the final installation today, they're almost identical."

LASTING IMPACT

Reliability was another critical factor. Morris explained, "Nanolumens is an industry leader when it comes to warranties. Their six-year warranty for indoor displays and three-year warranty for outdoor displays gives us confidence the technology will perform, not just at installation but throughout its lifecycle."

The new signs also offer flexibility for special events and community engagement. Most days, the displays highlight CSX's core branding, but they can be adapted for occasions like Jaguars games, when teal colors and a jaguar graphic take over, or 4th of July, when the American flag is prominently featured. "The new signs are more than branding. They provide CSX with a flexible canvas for community engagement," said Morris.

"The client is absolutely thrilled with the finished product – over the moon, in fact."

– Casey Morris, Phase Integration

ABOUT PERFORMANCE SERIES

Nanolumens' Performance Series played a pivotal role in bringing CSX and Phase Integration's ambitious vision to life, delivering a final product that is visually striking and resilient. Designed for demanding outdoor environments, the Performance Series offers seamless integration into existing architecture with versatile format options and the choice between cabinet or frame-and-skin designs.

Each cabinet is fully IP67-rated, ensuring reliable protection against dust, water and harsh weather conditions. Built with premium components, the displays are engineered for durability and come backed by an industry-leading three-year extendable warranty. With the Performance Series, CSX Transportation gained a high-performance solution capable of withstanding the elements while showcasing its brand in a dynamic, modern way.

For more information on Nanolumens, please visit
nanolumens.com.

