

# NBA Playoffs: World's Tallest Electronic Miami Heat & Atlanta Hawks Logos Light-Up Paramount Miami Worldcenter

*Miami Heat & Atlanta Hawks Logos Light-Up Miami Skyline | B-Roll & Photo Feed | Contact: Bryan Glazer World Satellite Television News | Bryan@Televisionnews.com*

MIAMI, FLORIDA, UNITED STATES, April 17, 2022 /EINPresswire.com/ -- The City of Miami is signaling the start of the NBA playoffs by lighting-up the World's tallest animated basketball player image, the World's most-massive Miami Heat L.E.D. logo, and the World's most-enormous electronic Atlanta Hawks emblem, at the 60-story Paramount Miami Worldcenter skyscraper, in downtown Miami.

( [Click Here for B-Roll](#) | [Click Here for Photos](#) )

Sunday's is the first of the-best-of seven playoff games between The Heat and The Hawks. They are vying for the southeastern division title.

Skyscraper Animation System

The 700-foot-tall, \$600-million Paramount Miami Worldcenter Tower is the "Magic City's" soaring signature skyscraper.

It features the world's tallest and most technologically advanced animation lighting system.



700-Foot-High Paramount Miami Worldcenter Skyscraper Ignites World's Tallest Miami Heat Logo on Eve of NBA Playoff Game with Atlanta Hawks, at Miam's FTX Arena. (Bryan Glazer | World Satellite Television News)

The ultra-luxurious Paramount Miami Worldcenter is located one block west of Miami's FTX Arena, home of the Miami Heat.

### Dimensional Digital Descriptions

Paramount Miami Worldcenter's Skydeck Crown is lighting-up this week with a 100-yard-wide by 100-foot-tall digital silhouette image of a dribbling basketball player.

As the player passes the ball, the rooftop crown transitions into a 300-foot-wide by 100-foot-tall Miami Heat yellow and red fireball logo.

The image then morphs into the white feather-headed and red-beaked Atlanta Hawks icon.

It then dissolves into an image of both the Atlanta and Miami logos side-by-side.

Through Paramount Miami Worldcenter's 233-yards-tall center column, appear the digital phrases, "NBA Playoffs," "Go Heat," and "#1 Miami"

### Color Kinetics Lighting System

The Paramount Miami Worldcenter skyscraper is built with 16,000 L.E.D.'s embedded in 10,000 panes of high impact-resistant glass.

“

The Paramount Miami Worldcenter NBA Playoffs Tower Lightings are beaming beacons reflecting the shimmering spirit of Miami.”

*Daniel Kodsi, CEO, Royal Palm Companies*

The building's Color Kinetics lighting system can create a combination of 16.2-million colors.

It took a team of 12 technicians a total of three-years to install the one-of-a-kind Paramount Miami Worldcenter lighting system – at a cost of \$3 million.

### Tower Lighting Times

The double-logo tower lightings started Friday night and continue through Tuesday, April 19, 2022, during the pre-dawn and evening hours.



700-Foot-High Paramount Miami Worldcenter Skyscraper Ignites World's Tallest Atlanta Hawks L.E.D. Logo on Eve of NBA Playoff Game with Miami Heat at Miami's FTX Arena. (Bryan Glazer | World Satellite Television News)

On Sunday, at 1:00 p.m. eastern time, The Hawks will clash with The Heat.

On Sunday, April 17, 2022, the tower will glow from 5:00 a.m. until 7:00 a.m.

It will reignite at 8:00 p.m. and remain illuminated until midnight.

The tower will continue lighting-up with the dual logo "show" on Monday morning, Monday night, Tuesday morning and again on Tuesday night when the two teams will meet for their second game.

The tower lightings will occur at the top and bottom of every hour for a duration of 10-minutes.

#### About Paramount Miami Worldcenter

The futuristic Paramount Tower rises from the heart of the \$4-billion, 27-acre Miami Worldcenter.

It is, currently, the nation's biggest urban core construction project and America's second-largest real estate development, which is dubbed as, "The City-within-the-City-of-the-Future."

#### Indoor Basketball Court & Jetsons-Style Flying Car Skyport

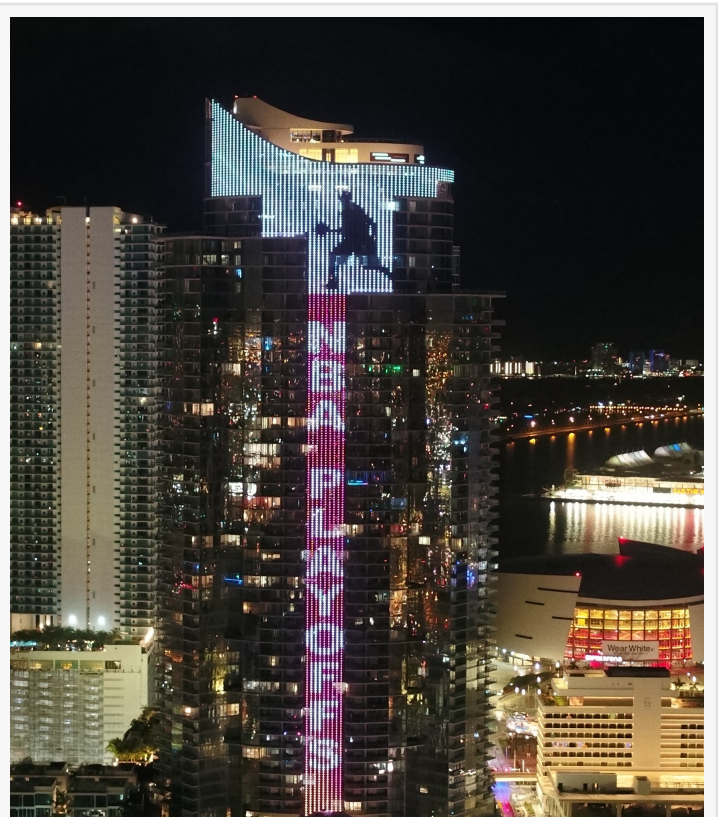
Paramount, the world's most heavily-amenitized condo-tower, is often referred to as a "vertical country club."

It features a boxing gym, conservatory, fitness center, lounges, spa, racquetball and tennis courts, resort-style pools, and an indoor basketball court.

It also features the world's first Jetsons-style flying car skyport.

Several NBA players are residents of the 524-unit skyscraper.

#### Beacon of Competition



700-Foot-High Paramount Miami Worldcenter Skyscraper Ignites World's Tallest Digital Silhouette Image of Basketball Player on Eve of NBA Playoff Game Between The Miami Heat and The Atlanta Hawks at Miami's FTX Arena. (Bryan Glazer | World Satellite Television News)

“The Paramount Miami Worldcenter NBA Playoffs Tower Lightings are beaming beacons reflecting the shimmering spirit of Miami,” says Daniel Kodsi, CEO of the Royal Palm Companies – developer of the Paramount Miami Worldcenter. “This is a signal of community support of the nation’s preeminent professional basketball team and its fans.”

He continues, “During these concerning times, it is our intent to brighten the lives of the people of our community with a lighting extravaganza celebrating victory.”

### Lighting System Creator

The lighting system was designed and engineered by LED Smith, Inc. of West Palm Beach, Fla.

The company’s CEO, Gavin Cooper, has created lighting systems for some of the world’s best-known landmarks, including the Empire State Building.

### Best Camera Shots

It is recommended that TV News crews and photographers consider setting-up live vans and tripods in the empty lots located west of Paramount, along N.E. 8th Street between N. Miami and N.W. 1st Avenue, in downtown Miami.

The best images of the Paramount Miami Worldcenter can be captured from its westside opposed to the eastside along Biscayne Blvd.

The closer a camera is to the building; the more-pixelated the images.

Paramount Miami Worldcenter is located at 851 N.E. 1st Avenue, Miami, Florida 33132

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