

## News Release

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# Hines

### **HINES TAPS NEW TECHNOLOGY FOR LEASING; LAUNCHES IPAD APP FOR 7 BRYANT PARK DEVELOPMENT**

(NEW YORK) – Hines, the international real estate firm, has launched a free iPad app for its iconic 7 Bryant Park office development, now available for download on its Web site ([www.7bryantpark.com](http://www.7bryantpark.com)). The interactive app allows users to navigate through various features of the premier development such as floor plans, building amenities, mechanical specifications and neighborhood amenities.

“Our mobile app will allow the most current 7 Bryant Park materials to be accessed anywhere in real time,” said Tommy Craig, senior managing director of Hines’ Tri-State operations, who made the announcement of the launch. “The 7 Bryant Park app is our firm’s first app and complements Hines’ comprehensive online offerings.”

The interactive app provides users up-to-the-minute information, as they evaluate the many opportunities available to them at the prominent 470,000-square-foot steel and glass tower which, once completed, will offer direct and expansive views of Bryant Park as well as the historic New York Public Library and other Midtown skyline landmarks.

The 7 Bryant Park app will be updated frequently to showcase the latest renderings, floor plans and test fits. It will also feature exclusive content that will be particularly engaging to tenants and brokers in obtaining familiarity and evaluating opportunities at the building.

The 28-story building at 7 Bryant Park, located between West 39<sup>th</sup> and 40<sup>th</sup> streets on the site of the former 1045 Sixth Avenue, was designed by world-class architecture firm Pei Cobb Freed & Partners. It will include 10-foot finished ceilings, full-height clear vision glass, two spacious outdoor tenth-floor terraces overlooking the park and multiple top-floor opportunities including the possibility for a signature “duplex” penthouse with outdoor space and sweeping views of the park – one of the most unique office opportunities in Manhattan. The building is pre-registered for Gold LEED® Core & Shell certification, and will incorporate the infrastructure and technology tenants require for their businesses to excel in the 21<sup>st</sup> century.

Along with the premier location and state-of-the-art design, 7 Bryant Park will offer flexible interior customization options as well as signature opportunities for corporate branding for anchor tenants. CBRE is serving as the exclusive leasing agent for the building, with the firm’s CEO for the Tri-State Region, Mary Ann Tighe, leading the team in marketing and leasing efforts.

### **About Hines**

Hines is a privately owned real estate firm involved in real estate investment, development and property management worldwide. The firm’s historical and current portfolio of projects that are underway, completed, acquired and managed for third parties includes 1,192 properties representing more than 482 million square feet of office, residential, mixed-use, industrial, hotel, medical and sports facilities, as well as large, master-planned communities and land developments. With offices in 110 cities in 18 countries, and controlled assets valued at approximately \$22.9 billion, Hines is one of the largest real estate organizations in the world. Hines is also a world leader in sustainable real estate strategies, with extensive experience in LEED, ENERGY STAR®, BREEAM, Haute Qualité Environnementale and DGNB green building rating systems. Visit [www.hines.com](http://www.hines.com) for more information.