

Titan and Control Group Become Intersection

New Company Brings Scalable Civic Innovation, Technology and Advertising to Cities

NEW YORK, N.Y. – September 16, 2015 – The merger of Titan and Control Group to form [Intersection](#), announced earlier this summer, has been completed.

Intersection, an urban experience, technology and media company will work with cities to solve modern challenges and reinvent the urban experience, creating more connected, livable and prosperous cities.

The company will leverage the groundbreaking engineering and design capabilities of Control Group, which has more than a decade of experience with merging digital technologies with real-world user experiences in urban environments, with Titan, one of the country's largest municipal and transit media companies and a leader in digital out-of-home advertising.

“By 2050, more than two-thirds of the world's population will live in urban centers. Intersection is primed to provide scalable platforms for technological advancements today and meet the needs of the unknown challenges that cities will face tomorrow. Cities are tremendously pressured to foster deeper, more effective civic engagement and provide the technology and connectivity that citizens require to flourish. No company is better positioned to support this need for civic innovation than Intersection,” said Dan Doctoroff, Chairman of Intersection and CEO of Sidewalk Labs, which invested in the merger. “By mixing technology with an advertising revenue model, Intersection will provide solutions to urban challenges that have not been met.”

Intersection is leading the team that is creating and implementing LinkNYC, New York's ambitious program to replace its aging pay phone infrastructure with the world's largest and fastest free municipal Wi-Fi network. Like with LinkNYC in New York, Intersection will provide a customizable and scalable suite of solutions that are based on other urban center and corporate needs.

The senior management teams from both Titan and Control Group have remained at Intersection, and the companies will combine New York City offices in 2016. Intersection will

continue to provide its roster of clients with excellent service across digital strategy, technology, design and out-of-home advertising.

About Intersection

Intersection, a Sidewalk Labs company, combines expertise in technology, user experience and interactive engagement at the convergence of digital and physical worlds to improve life in cities around the world. Intersection is the result of a merger between Control Group and Titan, key members of the team behind LinkNYC, the groundbreaking project to turn payphones into urban information hubs. For more information, visit www.intersection.com and follow us on [Twitter](#), [Facebook](#) and [Google+](#).

###

Press Inquiries
media@intersection.com