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Optimization Technology Helps Preserve A Piece of Rochester's History

ROCHESTER, NY – Despite the end of Midtown Plaza's once famous era, Optimization is helping to keep a treasured relic alive. The company is handling the dismantlement and move of the Clock of Nations from Midtown Plaza to its temporary home at the Greater Rochester International Airport.

Optimization will also be involved in the restoration and upgrade of the clock. Working in conjunction with artist Ross Chirico of Chirico Design Associates, Optimization's team of engineers, electricians, and mechanics will spend the summer preparing the clock for its new home and assisting with installation at the airport. Many of the clock's mechanical parts need repaired or replaced, and the controls and wiring are dated and no longer meet current electrical codes. These will also be replaced.

"This project is unique because of its historic and artistic nature. It is also unique because so many people have seen the clock and will be viewing it again in the future. We're proud to be a part of the restoration process," said Bill Pollock, president and founder of Optimization.

Optimization's work on the Clock of Nations is part of the Midtown demolition project, led by BMG Enterprises and LeChase Construction.

Optimization Technology, Inc., a global design, engineering and construction company headquartered in Rochester, New York, provides solutions and services for industrial and manufacturing applications. Optimization has several locations in the U.S., including Rochester, Houston, Syracuse and Boston, as well as Canadian operations based in Windsor, Ontario.