

digital transformation

High-quality public display technology enhances the airport experience

London Gatwick Airport is investing £1 billion (US\$1.6 billion) to modernise its facilities and improve the experience for passengers as they travel through the airport. In the South Terminal, modernisation is the aim, while in the North Terminal, it's about increasing capacity as Gatwick aims to increase passenger numbers from about 32 million to 40 million within this decade, with a two-terminal, one-runway operation.

In 2009, NEC Display Solutions was reselected as Gatwick's technology partner for the public display units that are used to show flight information, wayfinding and marketing communications in the terminals. A major factor in NEC's success was being able to demonstrate the long-term reliability of its products; Gatwick has more than 500 NEC displays, which have been deployed over the past eight years.

"We have deployed over 450 NEC Displays into Gatwick Airport since the beginning of 2011 and can happily report that we have had zero dead-on-arrival or display failures to contend with," comments Richard Reid, managing director of RCS ProAV, Gatwick's main design and installation service partner.

Green screen

With a focus on deploying greener technology, Gatwick has invested in 168 X551S 55in LCD displays from NEC to transform the South Terminal check-in area.

The X551S is the first flight information display to feature LED backlight technology. This technology reduces the operating power consumption by more than 50%, significantly lowering running costs, and with no toxic components, they are also less harmful to the environment.

A £73 million (US\$117 million) investment in an extension to the



ABOVE: Digital screens at Gatwick's South Terminal enable communication between advertisers and passengers

BELOW: NEC has installed screens at Heathrow's check-in desks



North Terminal will provide the space needed to accommodate and service the growing numbers of passengers flying from Gatwick.

With the creation of 27 new check-in desks, four arrivals reclaim belts and a new forecourt area, the airport has chosen a 20-screen video wall that uses X461HB 46in ultra-high brightness displays, designed to operate in high ambient lighting conditions. A total of 27 P521 52in displays will provide flight information and airline promotional content – a feature of all 180 check-in desks at the North Terminal.

The airport is also considering installing innovative technology in the form of automated gates and advanced CCTV systems in the central security area.

Advertising space

Gatwick is also investing in developing its retail offering, working closely with its media

partner, Eye. Eye and its airport partners have committed a £3.5 million (US\$5.6 million) investment to refurbish the advertising media of every partner airport. More than 90% of this will be spent on new digital inventory, creating a flexible mix of locations, formats and networks for advertisers.

Eye is using 148 of NEC's X462UN 46in LCD video wall modules, which feature ultra-narrow bezels and high brightness backlights to display high-resolution media walls. The new landscape digital screens that have been switched on at Gatwick will form part of Eye's digital landmark and digital arrivals networks. These premium quality screens will be located in and around areas with the longest dwell times to enable advertisers to deliver engaging and meaningful communication to passengers. L'Oréal is the first advertiser to appear on the new digital landmark network.

NEC DISPLAY SOLUTIONS

Tel: +44 20 8993 8111 Web: www.nec-display-solutions.com
Email: infomail@nec-displays.com

READER
ENQUIRY
112