

smart screens

Airports are ready for the next generation of high-definition screens, explains **Richard Wilks, EMEA aviation business development manager at NEC Display Solutions**

What did NEC Display Solutions exhibit at Passenger Terminal Expo 2015?

NEC re-created an airport passenger journey at its stand, showing how digital display technology can improve the overall travel experience. Product and solution highlights included the latest in mobile passenger information displays; stunning new 4K ultra-high-definition (UHD) displays for multidisplay FIDS and control rooms; the sixth-generation P Series large format displays; 2mm fine pitch LED; and a context-aware information display which uses NFC, iBeacon, Bluetooth and facial recognition triggers.

What projects have you been working on recently?

Our most recent projects include the deployment of more than 1,000 displays for flight information and advertising at London Heathrow's new Terminal 2 and the extension of the use of our LCD-based video wall products to create Munich Airport's Terminal 2 72-screen departures board.

How do your display solutions help to improve the passenger experience?

For more than 20 years, NEC has been delivering digital display innovation, quality and reliability to the aviation industry.

The biggest development in the industry has been the massive leaps in display technology. The advent of thinner and larger displays has transformed signage, from flight information to wayfinding, advertising and everything in between – static images have almost entirely been replaced by digital screens. Similarly the development and proliferation of touchscreens has enabled more interactive and intuitive automated passenger processing.

NEC now has the widest portfolio of display solutions of any supplier and offers a range of display technology designed to provide long-term reliable operation in the airport environment. Our solutions can be found in nearly 200 international airport installations worldwide.

What do airport operators look for when investing in FIDS/video walls and how do you meet these demands?

There is now a much greater emphasis on improving the flow of travelers through the airport, while offering a better customer

experience and reducing costs. This is being addressed through a combination of better self-service processes and systems, as well as non-aeronautical revenues.

NEC has constantly evolved beyond the screen. While the company continues to offer displays of the highest caliber, there is an increasing focus on being an end-to-end solution provider.

NEC will continue to provide the best developments in display technology and develop and deliver industry firsts that help shape the modern airport. As a case in point, the new 4K UHD displays mean larger screens with higher resolutions – which enables an airport to reduce the number of choke points where travelers gather around displays to see up-to-date information.

How will you develop your systems in the future?

As part of NEC's continued solution-led approach, we will be focusing on delivering increasingly intelligent systems that help airports overcome the challenges they face, while providing a better experience for travelers.

The development and proliferation of data exchange devices, such as touchscreen, NFC, QR codes and beacons, has paved the way for more interactive and intuitive automated passenger processing. In fact, every facet of the airport experience is becoming more intelligent, connected and interactive.

Similarly, cloud-based solutions can not only ensure information is more easily managed and distributed, but also offer the potential for whole new revenue models when it comes to flight information displays, as well as advertising. ■

