



CORPORATE



## CASE STUDY

### LUFTHANSA AVIATION CENTER

#### **PADS PROFESSIONAL FOR OPTIMUM COMMUNICATION WITH EMPLOYEES AND CUSTOMERS**

In the daily operations of the prestigious Lufthansa Aviation Center in Frankfurt digital signage plays a key role. To support personnel and visitors in an efficient manner the PADS Professional software from Net Display Systems is widely deployed.



## PADS Professional for optimum communication with employees and customers

In 2006 the Lufthansa Aviation Center (LAC) in Frankfurt was opened. This new luxurious German headquarters of Lufthansa excels in many respects. With 50,000 square meters of glass, 50 conference rooms, 18 meeting points and 9 gardens the LAC is not only a beautiful building to see, but also an ideal workplace for the 1,600 employees.

Because Lufthansa places a great value on communication it was decided from the outset that digital signage had to play an important role in this building for supporting both personnel and visitors. This has resulted in more than 40 screens, spread across the entire building, that seamlessly harmonise with the architecture. For this purpose Panasonic plasma screens in sizes up to 65 inch have been deployed. Each screen has an individual PC making all screens individually addressable.

The digital signage solutions at the LAC are found at the entrance, the access security, internal shop and cash machines, at the central office space and in the several restaurants of the building. The project has been executed by Net Display Systems (Deutschland) GmbH in close cooperating with Lufthansa and other partners.

At the entrance where visitors have to wait so-called "info points" have been placed where through a mixture of content information is given and a mood is created. In the morning the system shows images of a sunrise, while in the evening pictures of airplanes at sunset may be shown.

On most of the screens the content consists of a wide diversity of information about Lufthansa and its Star Alliance partners. In total more than 2 hours of varying content is displayed showing Lufthansa recruitment, marketing campaigns, a world clock and weather forecasts. Additionally interesting and salient information about the 180 destinations Lufthansa flies to and photos of the Lufthansa fleet are displayed to strengthen the team dynamic with the flight crew.

The LAC has 1 bistro and 2 separate restaurants. In these restaurants the actual menu is displayed on screens. A special people counter system is used to collect information about the number of restaurant visitors. This waiting queue information is displayed using charts at several places in the building, showing when it's an appropriate time to have lunch.

"At the LAC the database connection features of PADS are comprehensively utilised. In this way information is inserted fully automatically from

28 separate content providers, varying from the kitchen and a stock value ticker to information of the marketing department." according to Rolf Vörländer of Net Display Systems (Deutschland) GmbH.

The LAC has ambitious plans to further utilise the functionality that is already available today in the PADS software. At several locations there is a cluster of 3 screens beside each other, for which they want to develop multi-screen content. In addition they are considering showing live web cam images of the runways of Frankfurt airport in combination with information about destinations. Live images of the A3 motorway with real-time traffic information are an additional option. Finally a further expansion of the complex doubling the actual size is planned for the future.

### About Lufthansa

Deutsche Lufthansa (Lufthansa) is an aviation group primarily engaged in passenger transport. Deutsche Lufthansa AG is a globally operating aviation group with around 400 companies and subsidiaries (collectively the Lufthansa Group).

The company operates in five business segments: Passenger Transportation, Logistics, Maintenance, Repair and Overhaul (MRO), Information Technology (IT) Systems and Catering. The group has operating in 97 countries.

The basis for Lufthansa's activities is the management of international passenger and cargo flights, independently and with partner airlines, with Europe as home market. The Passenger Business segment also includes Lufthansa CityLine.

### Sample corporate references

- Microsoft
- Shell
- BASF
- Nestlé
- Procter & Gamble
- L'Oreal
- Bosch
- Ericsson
- BAT
- IBM
- Porsche
- SR Technics
- Philips
- BP
- Deloitte
- HP
- Kodak
- Bayer
- Michelin

## ABOUT NET DISPLAY SYSTEMS

Since our establishment in 1994 Net Display Systems has evolved into a recognized worldwide player for digital signage software. With its worldwide network of specialized partners the company is active in more than 60 countries and has thousands of installations in multiple market sectors from transportation, corporate and government to hospitality and retail.

The award winning PADS software of Net Display Systems is considered by many as the easiest-to-use, most flexible and powerful solution available for digital signage. What makes the PADS software really unique are the unequalled database connectivity features for displaying real-time information.

One in four of the 100 worlds most recognized brands have already chosen PADS as their digital signage platform.

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