NET DISPLAY SYSTEMS

EindhovenAirport

Smart Airport Signage - Eindhoven Airport

The Customer

Eindhoven Airport, the largest regional airport in the Netherlands, serves over 3.4 million passengers a year. After the latest expansion project the terminal has the capacity to handle up to 5 million passengers. It is expected that this will be enough to facilitate the increase of passengers until 2020.

The Scope

From a traveler's perspective airport environments are always chaotic and hasty. Whether travelling for business or holiday, the first thing passengers are looking for is up-to-date flight information to guide them to the right check-in or gate and inform them about estimated flight times.

To improve traveler communication Eindhoven Airport was looking for a dynamic and reliable solution. It needed to meet all complex flight display requirements such as code share flights and gate changes. Also, the solution had to be suitable for the mission critical type of application and provide an optimal traveler experience.

The Solution

In 2005, with the opening of the first terminal, Net Display Systems provided the first phase of their Smart Airport Signage solution by offering FIDS (Flight Information Display System) and PADS digital signage software to display flight information at the arrival/departure area, check-in counters, security area, gate area and baggage belt area.

With around 50 displays strategically placed in these areas, passenger-scan quickly see where to check-in

Solutions

- Timetables & Schedules
- Wayfinding
- Advertising
- Menuboards

and if their flight will depart on-time. Any possible delay or gate change will become visible on those displays within seconds.

Next to the up-to-date flight information the airport audience also get to see the latest special offers from the Duty Free shops, car rental companies and information about airport services such as free Wi-Fi.

While waiting to check in or to board their flight, a favorite passenger pastime is visiting one of the restaurant facilities. In the restaurants all menu boards are driven by PADS to dynamically display the available menus, pricing and special offers.

Next to the displays informing visitors and passengers, Net Display Systems has also provided a digital meeting room solution for the business center facility on the second floor. A centrally positioned display informs attendees where and when there meeting will take place.

In 2013 Eindhoven Airport expanded with a new terminal to accommodate the increasingly growing number of passengers. For this new terminal the PADS software of Net Display Systems powered another 18 displays to serve the visitors in the expanded airport area.

In addition, in the main terminal Net Display Systems participated in the development of the eye-catcher of Eindhoven Airport: a large 12-screen video wall displaying an appealing

content channel showing airport information, alerts, news and sport headlines.

The Result

The goal was to offer a smart airport signage solution to display relevant travel information and improve the overall journey experience of travelers at Eindhoven Airport.

"Net Display Systems has delivered a robust and dynamic solution that fits the mission-critical environment we operate in daily", says Eli Lejeune, Marketing Manager at Eindhoven Airport. "With an airport wide exposure in all crucial areas their Smart Airport Signage provides real-time flight information, making sure 3.4 million travelers a year are well informed, leading to an optimized passenger flow in the airport", he continues.

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> Eli Lejeune, Marketing Manager at Eindhoven Airport

The solution also offers a great range of flexibility to assign flights to the designated check-in counters enhancing the efficiency of the check-in process. Displaying the correct safety and boarding instructions in security areas resulted in a significant decrease of the security wait times.

The 12 screen video wall has contributed to a reduction of the perceived waiting times and boosted passengers engagement in social media. The menu boards in the restaurant facilities have increased the level of hospitality serving the guests with up-to-date pricing, daily offers and regular menus.

Furthermore, the possibility to combine the display of dynamic flight information with advertising has enabled the airport to generate an extra source of income, making the solution a profitable investment.