



DIGITAL SIGNAGE FOR
AIRPORTS

New York 
SCHEDULED 02:45

- Boarding in 23m
- Departure 44m
- Arrival 07:34

New York
Expected

13 °C



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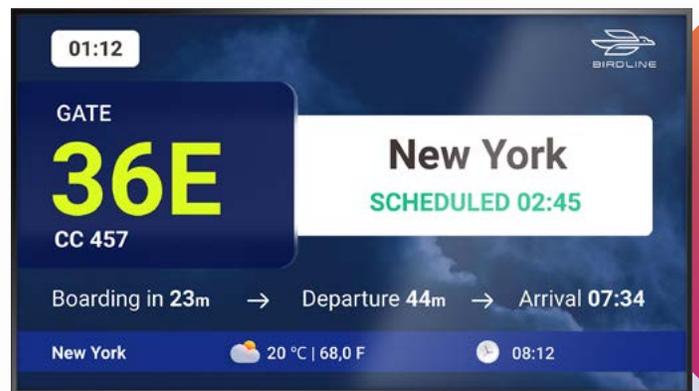
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Digital Signage for Airports

Growing middle-income households in Asia, Africa, South America, and other developing economies, are driving increased demand for air transport. Further, cheaper airfares offered by low-cost airlines operating fuel-efficient airplanes have made air travel more accessible than before. Presently, experts project that no fewer than **200,000 flights** will take off and land at airports worldwide every day by the mid-2030s.

With the rise of air travelers, digital signage can deliver a powerful customer services experience by reducing delays and traffic, making the travel experience efficient for guests and staff, and boosting overall sales for airports.





Arrival		Baltimore Washington(BWI)		August 31, 2018 10:20 AM				
Flight	Airline	Scheduled	Actual	Destination	Status	Delay	Terminal	Gate
KL 3322	American Airlines	8:20 AM	8:10 AM	New Orleans (MSY)	ON-TIME	0	A	D19
KL 3322	AIR CANADA	8:20 AM	8:10 AM	New Orleans (MSY)	ON-TIME	0	A	D19
KL 3322	UNITED AIRLINES	8:20 AM	8:10 AM	New Orleans (MSY)	CANCELLED	0	A	D19
KL 3322	American Airlines	8:20 AM	8:10 AM	New Orleans (MSY)	ON-TIME	0	A	D19
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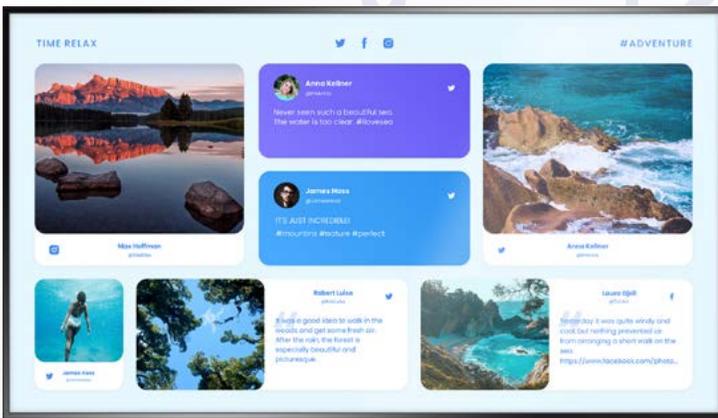
Rising Issues in Airports the Importance of Digital Signage

Modern airports across the world face many problems. First, global congestion is set to increase, as the International Air Transport Association (IATA) expects **7.2 billion people** to take to the skies in 2035, compared to **3.7 billion travelers** in 2016. After two years of limited traveling due to the COVID-19 pandemic, people are keen on flying again for adventure and business.

Crowding at security checkpoints, passport control, check-in areas, and terminals are typical airport problems. Slow-moving queues frustrate travelers, waste revenue, and create a negative brand image.

In addition, many airports laid-off personnel during the COVID-19 pandemic and are dealing with staff shortages and reduced operational efficiency.

Many airports have embraced digital signage to reassure travelers that it is safe to return to air travel and offer pertinent information to improve the passenger experience. As it stands, **90% of travelers** are pleased with digital destination services. Also, internal screens enhance internal communication and attract new hires in a competitive labor market.



What Is Digital Signage?

Digital signage is the deployment of **display technologies** like LED, projection, and LCD to show **digital content** like animations, text, videos, and images. Airport digital signage describes the use of digital screens to **broadcast information** to travelers and staff.

Most large airports use different forms of digital signage, including video walls, interactive tablets, and touchscreen kiosks. In practice, these solutions simplify check-in processes, enhance navigation, and enrich a passenger's experience.

To get started with this technology, you need a digital screen, media player, digital signage software, or digital content. The software helps you create, schedule, and upload content while the media player feeds your displays with information.

What are FIDS?

Flight Information Display Systems are a sophisticated computer system that controls screens placed throughout an airport. These screens display real-time arrivals and departures to inform travelers and people picking up their loved ones. Large airports deploy flight boards on terminals, and each line on the display has comprehensive information that includes:

- Flight number
- Flight's name, logo, or IATA/ICAO name
- Flight's origin and destination
- Take-off and expected landing time
- Flight status
- Check-in counter
- Gate
- Aircraft type
- Baggage belt
- Block on
- Airline's name

By displaying real-time flight information to passengers, flight boards ease airport navigation. Additionally, state-of-the-art systems use multi-lingual display technology to eliminate language barriers.

Flight	Airline	Scheduled	Actual	Destination	Status	Delay	Terminal	Gate
KL 3322	UNITED AIRLINES	8:20 AM	8:30 AM	New Orleans (MSY)	ON-TIME	0	A	D09
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Departures					
Time	Operator	Destination	Terminal	Date	Boarding
9:00	Airlines	PARIS	T1	11	8:40
9:15	Airlines Air	LONDON	T1	21	9:15
9:30	Air Line	LONDON	T1	26	9:30
9:45	ExpAir	NEW YORK	D2	5	9:45
10:45	AeroFlow	NEW YORK	T1	11	10:45
11:00	AeroFlow	SYDNEY	D2	21	11:00
11:30	Omega	VANCOUVER	D2	24	11:30
11:40	Arrow	PARIS	T1	10	11:40
12:00	Arrow	LONDON	T1	13	12:00
12:10	ExLines	MOSCOW	T1	21	12:10
12:20	AeroFlow	TOKYO	D2	8	12:20
12:30	AeroFlow	SEOUL	T1	15	12:30
12:45	Airlines Air	LISSABON	D2	13	12:45
12:45	Airlines Air	AUSTIN	D2	21	12:45
12:50	Omega	NEW DHELI	T1	8	12:50
13:00	Omega	NEW DHELI	D2	15	13:00
13:15	ExLines	BERLIN	D2	13	13:15
13:30	Arrow	WARSAW	T1	21	13:30
13:40	AeroFlow	MADRID	T1	8	13:40
13:50	AeroFlow	TALLINN	T1	15	13:50
14:05	ExLines	NEW YORK	T1	8	14:05
14:05	Omega	PARIS	T1	15	14:05

Components of a FIDS Screen

A FIDS screen needs **five components** to work:



Display

Many airports use commercial-grade digital screens engineered for longevity with advanced resolution options. Before you buy a screen, consider the most appropriate size and explore touchscreen displays if you desire immersive experiences.



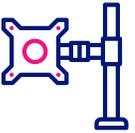
Media Player

A media player is a compact device that pushes multimedia content to a network of displays. If you run a complex digital signage system, install a powerful media player with a large storage capacity and processing power.



Software

A robust content management system is vital for airport digital signage as it lets you control the digital content from any location via a web interface. Invest in [digital signage software](#) with pre-built templates and drag-and-drop features for easy content deployment.



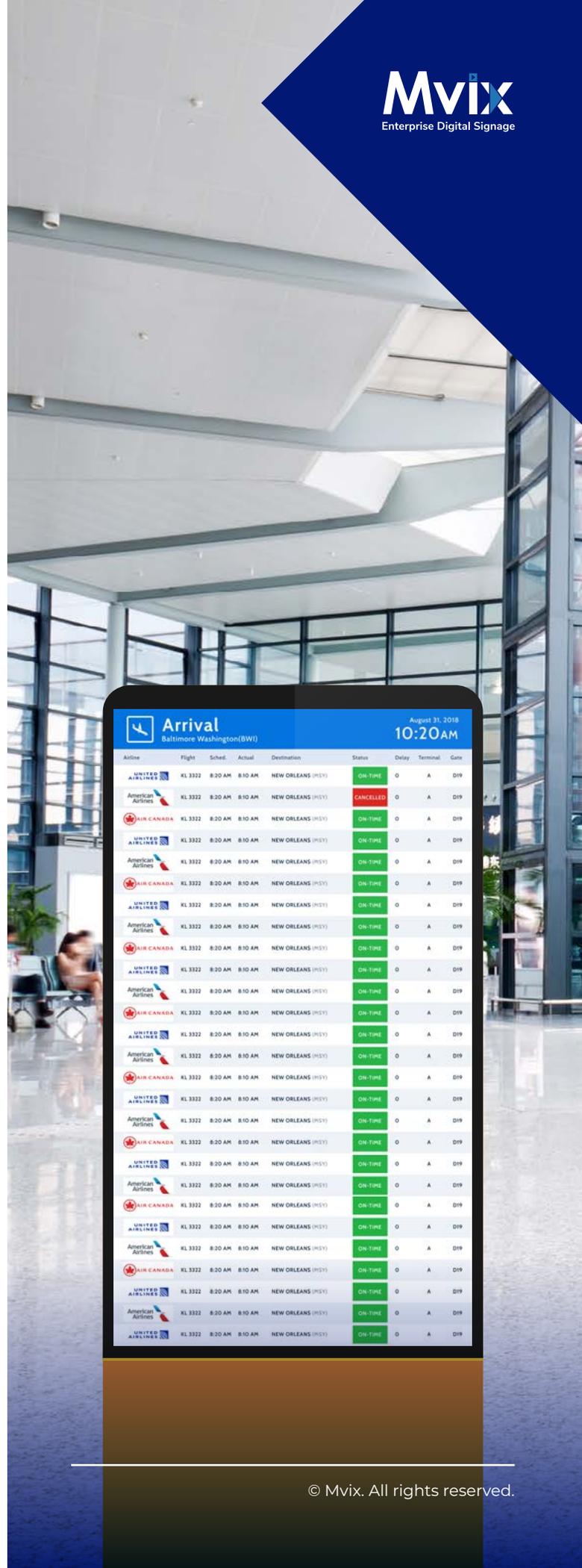
Mounts

The primary purpose of a mounting solution is to hold up your screen for as long as needed. Additionally, the mount should make it easy to pull out screens for servicing or change the angle of your display. Your options include flat, tilt, full-motion, ceiling, and video wall mounts.



Enclosures

A sleek, custom enclosure makes your display stand out and offers protection against theft, vandalism, and weather. Moreover, sturdy enclosures grant quick access to media players and power buttons, provide ventilation, and conceal display bezels.



Arrival		August 31, 2018		10:20 AM				
Baltimore Washington (BWI)								
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Use Cases

Airport flight boards have versatile uses in any chaotic environment, including:



Flight Information Boards

Flight information boards at airport terminals deliver passenger information that reduces confusion among crowds. With one glance, a traveler sees a flight's name, number, origin, destination, gate number, and expected departure and landing times. Moreover, passengers stay up to date with delays and cancellations.

GATE PORTE	12:10
160	TURKISH AIRLINES
Air Passenger Protection Regulations <small>If you are denied boarding, your flight is cancelled or delayed for at least 2 hours, or your baggage is lost or damaged, you may be entitled to certain standards of treatment and compensation under the Air Passenger Protection Regulations.</small>	AI 157 Ankara
Scheduled:	12:35
DEPARTED	
Destination arrival:	12:41



Welcome Boards

Large digital displays with welcome messages creates a great first impression among travelers. Videos and colorful animations on welcome boards excite audiences about their travel.



Check-in Counter Displays

Digital check-in screens present traffic notifications and flight information for seamless airport management. In addition, the displays broadcast baggage limits, security protocols, seating upgrades, and special airline offers.



Baggage Claim Displays

An airport's baggage claim area receives a lot of traffic as travelers wait for their luggage. People waiting in this location are the ideal audience for advertisements and branded content.

Baggage Claim		24.05.21 05:12	
Flight	Airline	Baggage	Direction
CC 457	DELTA	2	→
AA 457	Aer Lingus	4	↑
KL 457	DELTA	6	→
PL 457	Aer Lingus	4	↑



POIs: Point of Interest Displays

More airports are becoming tourist destinations, complete with libraries, cultural centers, gift shops, and indoor playgrounds. Digital displays promote your airport's amenities in eye-catching and irresistible graphics.



Wayfinding Signage

Usually, travelers feel rushed and confused in an airport because they can't find clear directions to boarding gates, check-in counters, and car parks. Luckily, digital wayfinding systems at strategic locations guide a traveler's entire journey to and from the plane. Consequently, passenger flow is more streamlined, and customer service is enhanced.

PIZZA

SPECIALTY PIZZAS

	8"	10"	12"	14"	16"
ONE Toppings	11.45	11.45	15.45	20.95	22.50
TWO Toppings	12.75	12.75	16.75	22.75	24.00
THREE Toppings	13.75	13.75	17.85	24.55	25.50
FOUR Toppings	14.75	14.75	19.25	26.75	27.00

Big "H" Special
Pepperoni, Salsami, Sausage, Mushrooms, & Black Olives

Vegetarian
Olives, Green Peppers, Tomatoes, Mushrooms, & Black Olives

Super Plus Special
Pepperoni, Ham, Sausage, Olives, Mushrooms, & Green Peppers

Buffalo Chicken
Mushrooms, Olives, Grilled Chicken, Red Onions, & Hot Sauce Drizzle

BBO Chicken
Pepperoni, Salsami, Sausage, Mushrooms, & Black Olives

All Meat
Pepperoni, Salsami, Linguica, Ham, Sausage, & Bacon

Blue Banner
Salsami, Pepperoni, Mushrooms, Olives, Red Onion, Green Peppers, Linguica, & Sausage

Garlic Chicken Gourmet
Olives, Green Peppers, Tomatoes, Mushrooms, & Black Olives

ONLY THE FRESHEST INGREDIENTS

- Anchovies
- Bacon
- Canadian Bacon
- Green Deli Olives
- Ham
- Jalapeno Peppers
- Linguica
- Mushrooms
- Red Onions
- Yellow Onions
- Peppercorn
- Green Peppers
- Pepperoni
- Pineapple
- Salsami
- Sausage
- Seasoned Beef
- Tomato



Digital Menu Boards for Restaurants

Typically, travelers wander to airport restaurants for a quick meal or snacks before boarding their flights. Digital menu boards display product offerings and pricing in captivating graphics that entice customers and increase sales.



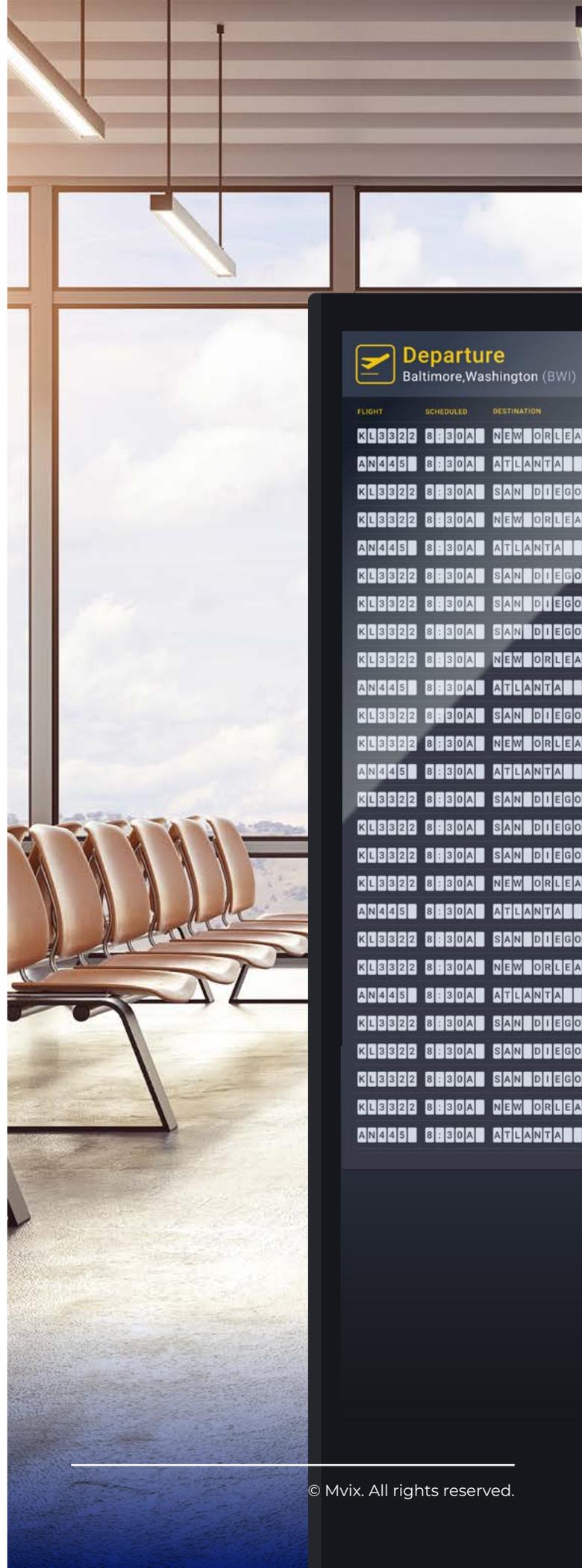
Break Room Signage for Employees

Airports are operating in an increasingly competitive labor market. Currently, employees value engagement, recognition, and effective communication in the workplace. With break room signage, you ensure that your employees are constantly informed with real-time operation updates. What's more, you can highlight employee achievements or celebrate a department for surpassing its targets.



Interactive Kiosks

Interactive kiosks automate many airport activities such as printing a boarding pass, requesting seating changes, and checking in. Further, travelers interact with an airport's digital map on digital kiosks and receive directions to boarding gates, restaurants, restrooms, and other amenities.



Departure Baltimore, Washington (BWI)

FLIGHT	SCHEDULED	DESTINATION
KL3322	8:30A	NEW ORLEA
AN445	8:30A	ATLANTA
KL3322	8:30A	SAN DIEGO
KL3322	8:30A	NEW ORLEA
AN445	8:30A	ATLANTA
KL3322	8:30A	SAN DIEGO
KL3322	8:30A	SAN DIEGO
KL3322	8:30A	SAN DIEGO
KL3322	8:30A	NEW ORLEA
AN445	8:30A	ATLANTA
KL3322	8:30A	SAN DIEGO
KL3322	8:30A	NEW ORLEA
AN445	8:30A	ATLANTA
KL3322	8:30A	SAN DIEGO
KL3322	8:30A	NEW ORLEA
AN445	8:30A	ATLANTA
KL3322	8:30A	SAN DIEGO
KL3322	8:30A	SAN DIEGO
KL3322	8:30A	NEW ORLEA
AN445	8:30A	ATLANTA



FIDS Features

FIDS systems are not created equal, and you want a **powerful platform** that fulfills your internal and communication needs. Some features to look for include:

- Display real-time flight information
- Offers both touch and touchless options
- Includes hundreds of customizable templates
- Alternate flight information with advertisements, emergency messages, and announcements
- Highlight airport amenities like shops, restaurants, banks, and ATMs
- Show floor plans to check-in counters, car parks, baggage claim centers, terminals, passport control, and other areas
- Display transit information that informs a traveler's journey from the airport, such as weather, live traffic, and Uber and LYFT waiting times
- Emergency override
- Remote monitoring and reporting

The Anatomy of a FIDS Screen: What Should Be on Your Zones?

Multi-zone layouts let airports show a variety of content on the same display. The multiple sections show:



Custom Branding

Branding elements on airport digital signage provide a sense of place. Specifically, show your name, logo, colors, slogan, or graphics at the uppermost part of the digital display to reinforce branding.



Time, Date, and Weather

Time, date, and weather updates help commuters track boarding times, departures, and arrivals and plan their journeys from the airport.



Advertising

Travelers spend much time waiting in airports, making them premium advertising venues for brands. So, sell ad space to retailers on your digital screens and enjoy increased revenue.



ROI

Airport digital signage broadcasts **real-time data** about delays, waiting times, and schedules, thereby **enhancing the passenger's journey**. The benefits of a digital FIDS solution include:



Efficient and Fast Way to Share Flight Information

Static posters are impractical for airports as they must share real-time flight information to guide departing and arriving commuters. A FIDS system directly pulls updates from the Airport Operational Database (AODB) and instantly publishes flight information on airport signs.



Makes the Travel Experience Efficient for Airlines

Delays caused by ground congestion cost money and waiting for people to find check-in counters, passport control, or boarding gates affects an airline's operation. Digital screens at strategic locations supply commuters with wayfinding and flight information to ensure they board their flights at the right time.



Advertisement

Colorful animations and graphics are captivating, and they make your digital signs invaluable real estate for advertising. In addition to promoting your amenities, sell ad space to large brands and small retailers.



Promotes Security

Digital screens enhance security by displaying security instructions in clear formats. When a traveler gets to a security checkpoint, they know what to do and are aware of restricted items.



Offer Staff Assistance

Airport operational staff get overwhelmed by large crowds, resulting in long queues of equally-frustrated travelers. Fortunately, digital screens reduce the workload on airport workers by displaying directions, security protocols, and airline instructions. As a result, travelers are more cooperative, queues move quicker, and the staff enjoys better job satisfaction.



Reduced Costs

The major disadvantage of static displays is that you must print flyers to display new information. These printing costs quickly add up in transportation hubs since they push a lot of internal and external information. In contrast, digital signage accommodates as many content updates as possible by the second, minute, or day.



Quick Content Changes

Flight delays and emergency messages are among the critical information airports display daily. Luckily, a powerful FIDS software lets you make real-time content changes that reduce chaos in the airport.



A Stress-Free Journey

Digital wayfinding guides passengers through terminals, baggage belts, boarding gates, and other airport areas for a stress-free journey. Additionally, leverage outdoor digital displays to guide commuters as soon as they leave their taxi and direct arriving passengers to car parks.

Content Apps

Digital signage content apps feed your displays with **professional**, **relevant**, and **rich content**. The top options include:



Airport Display - At Counter

Display up-to-date flight information, visa procedures, and security protocols.



Airport Display - At Belt

Digital displays help travelers track their bags to reduce cases of lost baggage



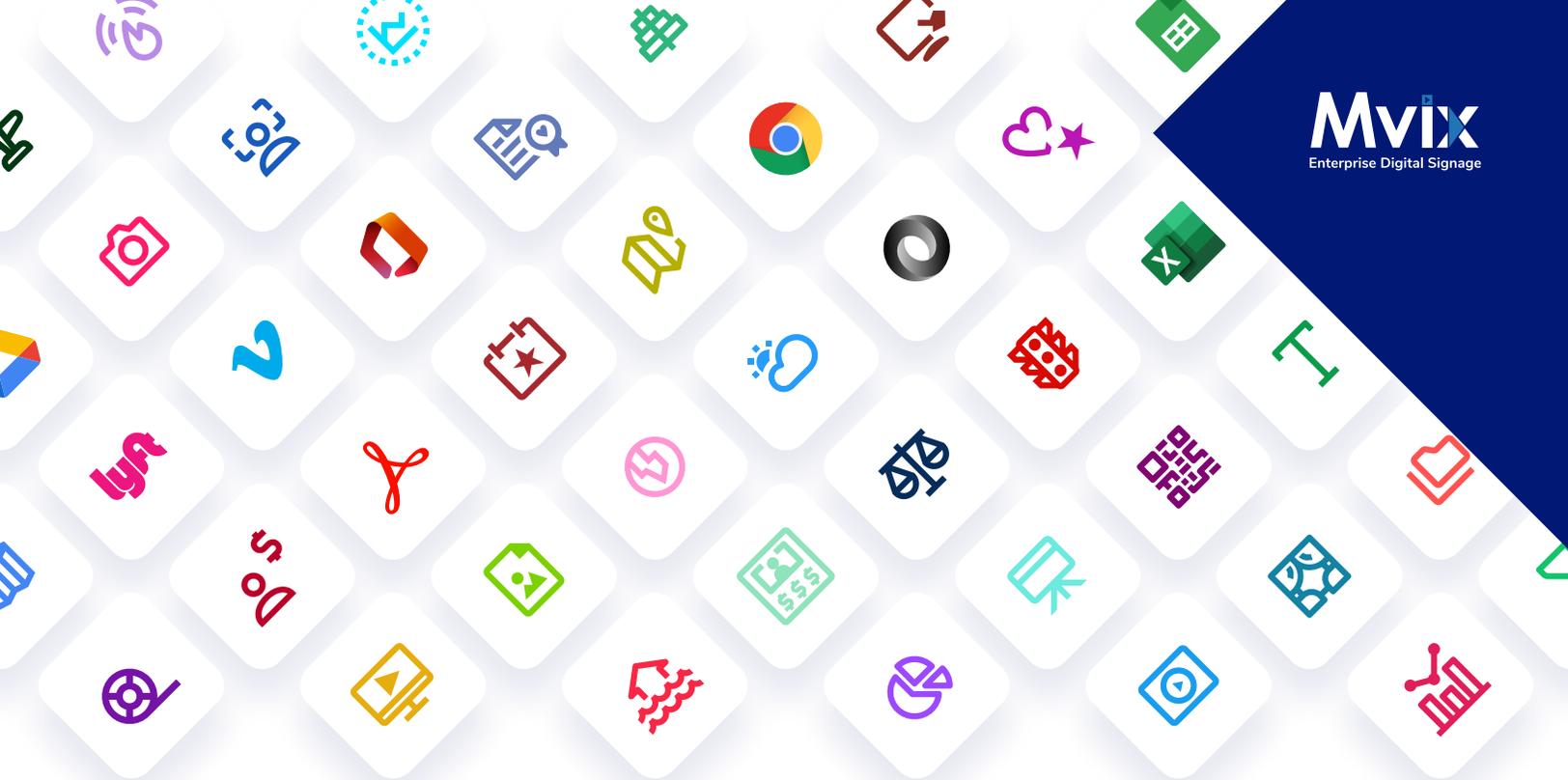
Airport Baggage Claim

Broadcast baggage location information to help commuters find the right conveyor.



Alerts

Transmit CAP alerts, emergency messages, and safety instructions in case of bad weather, active shooter, fires, and other emergencies.



Analytics

Display KPIs to motivate employees and track company performance.



Live Transit

Show live wait times for planes, shuttle buses, and taxis.



Traffic

Track local traffic conditions and highlight potential snarl-ups.



Weather

Stream current weather conditions and forecasts for different destinations.



RSS Feeds

RSS feeds offer automated content for news, sports, music videos, and food channels.



Social Media

Excite commuters with Instagram, TikTok, Twitter, and YouTube feeds.



Wayfinding

Display navigational information for improved traffic control



Smart Playlist

Easy way to program your advertising campaign.



SERVICES

Digital signage providers offer a range of services to **ease** the deployment of **FIDS systems**. The essential services are:



Installation

Installation support by professional technicians results in quick digital signage deployments. Our Mvix consultants provide on-site quality support during installation to optimize internal and external communications.



Signature Care

Our signature-care support includes 24-hour technical assistance on phone and web, a lifetime warranty on media layers, and free device replacements every three years. Moreover, depending on your digital signage requirements, we customize support packages.



Content Design

Fresh and informative digital signs excite and fascinate travelers and keep them glued for long enough to consume your content. Our content designers at Mvix have extensive experience in graphic design, coding, and videography, and they feed your screens with engaging, customized, and targeted content for maximum engagement.



Implementation

A digital signage strategy helps you enjoy the full benefits of FIDS systems. Our implementation consultants work with you to develop digital signage goals, determine ways to measure ROI and mobilize your resources for seamless deployment.

GATE PORTE 160 <small>Air Passenger Protection Regulations If you are denied boarding, your flight is cancelled or delayed for at least 2 hours, or your baggage is lost or damaged, you may be entitled to certain standards of treatment and compensation under the Air Passenger Protection Regulations.</small>	TURKISH AIRLINES AI 157 Ankara Scheduled: 12:35 DEPARTED Destination arrival: 12:41	12:10
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Personalized Training

Our software consultants help you leverage digital signage to reach your communication goals via online tutorials and live classes. Further, you get free access to hundreds of articles, which help you learn at your own pace.



SUCCESS STORIES

Trenton-Mercer Airport

Trenton-Mercer Airport connects Mercer County to large US cities like Chicago, Atlanta, Orlando, and Miami. As New Jersey's third-busiest airport, Trenton-Mercer struggled to capture the attention of consumers and business travelers.

Previously, the airport used static ads to reach customers, but commuters ignored these dull displays, despite spending 2.5 hours in the airport. The airport needed dynamic digital signs to captivate commuters and increase advertising revenue. For this purpose, Trenton-Mercer installed a flight information system powered by Mvix and managed by CMA.

The robust platform offered by Mvix empowers CMA to

make remote, real-time changes to flight information, delays, and cancellation. In the past, updating ads was a costly and time-consuming process. With the Mvix platform, CMA schedules automatic updates as far ahead as needed and customizes notifications for different times of the day. In addition to flight information, CMA feeds the screens with news, live traffic, entertainment, emergency messages, and weather updates.

Previously, the airport only managed to have one advertiser for every ad space, which limited its advertising revenue. Digital signage offers unlimited ad space, and the airport has developed more partnerships with businesses in the central business district.

If you would like to read the full Success Story, you can view and download it [here](#).





Digital Signage for Airports

The versatility of digital signage systems makes them valuable communication tools for airports. The uses of airport digital signage are endless, from wayfinding signs, break room displays, video walls, and interactive

kiosks with self-check-in services. Ultimately, digital signs reduce waiting times, simplify queue management, increase ad revenue, and streamline security.

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