

AIRPORT AND TRANSIT APPLICATIONS

Customer facing, brand messages, digital concierge and way-finding

A digital signage system in a transportation hub is an engaging, dynamic way to increase customer satisfaction by conveying the latest information in an ever-changing environment.

Airport flight information display systems have been around for years. In recent times, some enterprising airports, rail stations and bus depots have upgraded these screens to show real-time information on trip delays, weather, news and sports coverage, stock market updates, and other information that passengers have come to expect.

In addition, by replacing static and backlit light boxes with a network of high-impact digital signage, advertising partners can launch promotions at specific times of day and decrease printed sign costs; and best of all, the displays can be managed from one central location.



Touch technology is available on digital signs in sizes as large as 50-inches. Already popular in convention hotels, digital wayfinding signs allow travelers to choose their route and learn about the airport before they enter the terminal. For example, a hungry traveler could not only use a digital wayfinding system to locate his gate, but also see what food offerings were in that area.

Also, because of a digital signage network's ability to be updated immediately and constantly, wayfinding signs could change to direct travelers to their flights by the name of their destination, not just point to their intended gate; as well as automatic RSS feeds keep the boards updated so the network can operate with little human involvement.

Airport digital signage solutions:

- Way finding changeable signage
- Flight arrival and departure information
- Emergency alert system
- Information and kiosk system
- Ticket booth identifying system
- Car rental information displays
- Airport advertising
- Retail concession store identifier
- Video wall systems
- LCD poster boards



Visit our website today to find out more about the advantages of digital signage

EDN's flexible and scalable digital signage is ideal for the display of flight and gate information, directions and other dynamic messaging throughout an airport facility; as well as safety and emergency communications.



Digital signage is **COST-EFFECTIVE**

Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Operations can be done in house or outsourced. No heavy logistics. No more hours lost reprinting outdated or erroneous materials.

Digital Signage is **CENTRALIZED**

Control all of your screens from one central location, ensuring quality and consistency, while requiring minimal resources to operate your digital signage network.

Digital Signage is **FOCUSED**

Your content dynamically changes to deliver a focused message to your targeted audience at each point of playback (location).

Digital Signage is **DYNAMIC**

Digital signage can be interactive and dynamically changed to meet the demographics of your audience.

Digital Signage is **VERSATILE**

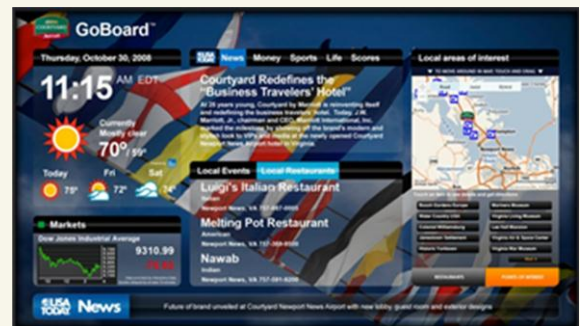
From menu boards, to bank and corporate lobbies, to airports, to dental and medical offices – digital signage offers a versatile solution for you to communicate your message to your audience. Start with one digital sign and later expand to several.

WHAT IS DIGITAL SIGNAGE?

Digital signage is a network of customizable displays that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible.

Digital signage is used for a wide variety of purposes including customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, interactive kiosks, up selling products and services, etc.

Deployments can be found in such diverse locations as retail outlets, doctor's offices, restaurants, corporate and school campuses, sports venues and even gas stations.



Digital Signage is **ATTENTION GRABBING**

Getting the attention of your audience is the most important part of any display. With “video-like” digital signage, viewers are not only more likely to notice your dynamic sign but research shows they are more likely to receive the message and act on it.