



# Seven Key Placements for Airport Digital Signage

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# ELEVATE COMMUNICATION, ACCESSIBILITY AND PASSENGER CONFIDENCE

By using digital signage for general information, wayfinding, alerts and advertising in key locations, airports can elevate their brand image and provide experiences that create real value. Not only will arriving and departing passengers find their way around more easily; they will be more apt to spend extra time in the airport, and patronize vendors, when the environment is visually engaging and accommodating.

As a total transportation display solutions provider, LG offers a wide range of durable and reliable commercial displays along with the software platforms for easy integration and remote management. This eBook addresses seven key placements for airport digital signage, and the recommended display features to maximize ROI.





LG Video Wall  
55VH7B

## IN EVERY PLACEMENT, THE STRATEGY IS HIGH VISIBILITY

There's perhaps no place where LG commercial displays with In-Plane Switching (IPS) technology offer more advantages than in large public areas such as an airport. They enable outstanding off-angle viewing where images and text remain crisp and colors stay vivid and accurate. Passengers can then easily see and read the information even while on the go. IPS also prevents screen deterioration and image blackening that often occurs when non-IPS panels are used in areas with direct sunlight and experience high temperatures.

### IPS Technology Advantages

- Ultra-wide viewing angle retains high image quality
- Energy efficient for greater corporate responsibility and cost savings
- Greater stability and reliability; no image distortion when tapping/rubbing on the panel
- Runs considerably cooler than VA (Vertical Alignment) panels
- Improved thermal stability preserves image quality and can extend the life of the display
- Color accuracy remains consistent over long-term use, for greater ROI
- 3-year warranty

# KEY PLACEMENT LOCATIONS



Enclosed Outdoor Signage - 75XE3C

## 1) Outdoor (Parking Lot and Entrance)

Outdoor digital signage can assist and guide passengers from the moment they arrive at the airport. Because the signage will be competing with direct sunlight, bright daylight and the elements, you should select high-brightness displays rated for outdoor use, with remote management capability for content updates via the network. LG's 55- and 75-inch high-brightness displays are IP-56 rated to withstand temperature extremes and humidity while fending off damage from dust, dirt and other airborne particulates.



86" Ultra Stretch Display - 86BH5C

## 2) Check-in Counters

Displaying flight updates and general information at the check-in counters will help passenger foot traffic flow smoothly. Look for displays rated for 24/7 operation, with automatic screen fault detection which sends email alerts in case of screen failure. Additional features should include image sticking minimization to prevent image retention; and PC-less content management.



LG Video Wall - 55VH7B

## 3) Security Checkpoints

Placing a display near the TSA line and showing illustrations and animations to remind people to empty their pockets, or other instructions, will help eliminate communication barriers and speed the screening process. LG offers a variety of display sizes and formats to accommodate virtually any space and ensure the messaging will be clearly seen.



LG OLED Curved Display - 55EF5C

## 4) Concourse

Highly visible displays with general information, flight updates, wayfinding and local business advertising can significantly reduce passenger stress and afford them more time to spend at the airport shops. Consider unique digital signage that will fit in spaces conventional displays cannot, like the LG 86-inch Ultra Stretch display or 88-inch Ultra Stretch display with touch screen overlay. Additionally, the outstanding large-format 98-inch interactive UHD display attracts attention effortlessly and can be very helpful to passengers and curious shoppers in a rush. Today, many airport advertisers are also using large direct view LED screens to deliver impressive, eye-catching experiences with text, imagery and video.

# KEY PLACEMENT LOCATIONS



Standard Performance Display - 55SM5KD-B

## 5) Commercial Areas

For the shops and food courts, LG offers a wide range of displays from 22-inches to 98-inches. Look for displays specified for 16-24-hour / 7-day operation, with webOSTM software, beacon technology, embedded PCs and energy-efficient operation. These displays offer a high return on investment with a low total cost of ownership. Vendors can display special promotions to people in their store using beacons and near-field communication (NFC) technologies. Digital menu boards will allow restaurants to automatically change menus during the day via software for daypart scheduling.



88" Ultra Stretch Display - 88BH7D

## 6) Gate Hold

Combining other messaging with the flight information data in the gate hold areas can enable cross-optimization. Display public announcements, special offers for the coffee bar in case of a delay, a travel umbrella sale at one of the shops if the destination weather calls for rain, or alert notifications in case of emergency.



86" Ultra Stretch Display - 86BH5C

## 7) Baggage Claim

Besides needing baggage location information, passengers waiting in the baggage claim area are the perfect audience for special offers on car rentals and promotions for nearby businesses. Baggage area displays should be rated for 24/7 operation and feature PC-less content management. Look for displays with conformal coating, as it protects the internal circuitry from humidity, dust and other airborne particulates.



LG OLED Open-Frame Curved Displays  
55EF5C

## DIGITAL “LANDMARKS”

It's unusual to see travelers stop and take pictures of an airport sign, but this is actually a common occurrence at airports with innovative LG displays. A display that travelers will remember long after their trip needs to be both eye-catching and iconic, with superior picture quality and customizable designs. For creating a one-of-a-kind airport experience, nothing compares to revolutionary LG OLED commercial displays. Also impressive are LG's massive video walls in uniquely shaped configurations. With brilliantly colored dynamic graphics, stunning scenics, destination weather and breaking news, entire families can be kept pleasantly occupied thereby reducing perceived wait time.

# ENHANCE COMMUNICATION WITH EMBEDDED BEACON AND WI-FI

Beacon technology can enable real-time, relevant information to be displayed on passengers' mobile devices even in the absence of cellular signals. Select LG commercial displays feature an embedded solution for beaconing, eliminating the need to place small beacon devices around the airport where they could be moved, damaged or even discarded.

Having reliable Wi-Fi throughout an airport is a major advantage. LG offers displays with embedded Wi-Fi hotspots that can accommodate up to 10 users per display, making it more convenient for passengers to find a strong signal.



# LG DIGITAL SIGNAGE SOFTWARE PLATFORMS

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Digital signage with the latest content management software enables airport operators to keep the signage updated via the network from their PC, tablet or smartphone. Since passengers often need to move quickly from one terminal to another to make a connecting flight, ensuring that the information on the displays is always relevant and up-to-date is absolutely critical for a better airport experience.

## webOS for Signage

LG's webOS™ for Signage platform allows systems integrators to download content and develop customized applications that fit their exact needs, and update them simply and quickly. LG displays feature a high-performance system-on-a-chip (SoC) which works with webOS for Signage to lower the cost of ownership by eliminating the need for external media players or PCs.

webOS 3.5

## SuperSign™ Lite

This web-based content authoring and operation solution is offered as a bundle with LG's External Player and SuperSign™ Embedded Player.

- Connects up to 50 displays
- Supports Dual Content Editor in both PC App and Web
- Includes 70 design templates

 SUPERSIGN™ W Lite

# THE BEST TRIP STARTS WITH LG

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With outstanding picture quality and beautiful displays that can elevate any airport experience, LG transportation solutions can capture the attention of even the most seasoned travelers while compelling them to shop, dine and get to their gate on time. **Just Picture It.**

- Customized solutions with low TCO
- High durability and long-term reliability
- Easy integration and remote management

To learn more visit [lg.com/us/business/transportation](http://lg.com/us/business/transportation)