

Daktronics

Total Airport Experience

Daktronics delivers a seamless passenger journey



Few industries have faced more challenges in the last year than airports – with heavy emphasis on protecting passengers from both health and security concerns.

At the same time, customers are demanding more convenient options.

Airports need a dynamic way to inform, guide, engage and entertain travellers to deliver

the experience they demand.

LED technology enables airports to ease travellers' minds by making their visit seamless. Reliable and rugged digital displays guide travellers as they



arrive, depart and everything in between. Create an unforgettable experience by immersing travellers in an environment surrounded by eye-catching content. Pique their interests with third-party advertisements, adding to their journey while developing a revenue source.

Inform and Guide

When Van Don International Airport (VDO), Vietnam's first private

airport, opened in 2018, they chose Daktronics to provide the indoor and outdoor LED video systems. The real-time flight information coupled with the dynamic content make these displays the ultimate solution for passengers, thanks to the displays' superior image quality, high contrast and wide viewing angles.

The international and domestic departure counters boast two high-resolution indoor displays to

provide travellers with the latest information about flight times and gates. In addition, four high-resolution digital signs guide travellers in the outdoor area as they arrive and depart domestic and international locations using dynamic content in multiple languages and with universal wayfinding symbols.

Engage and Entertain

As the Tom Bradley International Terminal at LAX underwent renovations, the airport wanted to give passengers the same warm, relaxed feeling that makes Los Angeles, California, USA famous. An integrated environmental media system (IEMS) intermixes engaging content to seamlessly entertain travellers along their journey. A diverse team came together to deliver each part of this vision:

- Daktronics Inc., Digital Display Provider
- MRA International, IEMS Project Director
- Marcela Sardi of Sardi Design, designer of the media features and Creative Director
- Smart Monkeys, Inc., Technical Consultant for the systems design
- Electrosonic, Systems Integrator
- Moment Factory, Executive Content Producer
- Digital Kitchen, Supportive Content Producer

Digital displays are designed into every aspect of the terminal experience. Upon arriving at LAX, an enormous welcome screen greets passengers by showcasing the city's local flavour with a variety of

scenes. The Time Tower, an elevator wrapped on all four sides with LEDs, displays vibrant images of travel memorabilia, videos of nature, and different short film sequences to entertain guests between connecting flights. The Story Board, comprised of eight different curved screens to maximise visibility across the open terminal, shares tales of destination cities as well as scenes of nature and soothing images to create a calm, unhurried passenger experience. Concourse panels form a sequence of images to represent the passenger's destination city. The panels are interactive, respond to movement, and lend a friendly welcome to passengers as they locate their gates. Finally, the Bon Voyage wall bids a fond farewell to those departing Los Angeles with images of famous celebrities bidding them adieu.

Daktronics Delivers

Daktronics provides more than 50 years of cutting-edge technology, design, and manufacturing. With airport applications, reliability is key for designing your product and system. With global sourcing and manufacturing, Daktronics chooses parts from a curated vendor base that pass our strictest reliability testing.

As a global company, Daktronics has a strong sales and service network across the globe. The successful project design, manufacture, installation and integration of Van Don International Airport and Tom Bradley International Terminal at LAX showcase our expertise in LED display technology and our collaboration with the end user, partners and subcontractors.

To see for yourself, visit us at
DAKTRONICS.COM/AIRPORTS



VDO International Departure Display - 1.5 m x 2.0 m



LAX Storyboard Display - 7.9 m x 33.7 m



Departures						Wednesday, November 13th	Gate	9:47 AM
AEROMEXICO	AM6702	SEOUL INCHON	ICN	11:00 AM	152	SCHEDULED		
CATHAY PACIFIC	CX885	HONG KONG	HKG	11:25 AM	154	ON TIME		
DELTA	DL7000	PUDONG	PVG	11:30 AM	150	ON TIME		
THAI	TG6593	TOKYO NARITA	NRT	11:35 AM	150	ON TIME		
ASIANA AIRLINES	OZ201	SEOUL INCHON	ICN	11:50 AM	130	ON TIME		
AMERICAN AIRLINES	AA5809	TOKYO NARITA	NRT	11:55 AM	156	ON TIME		
KOREAN AIR	KR7311	SANTIAGO	SCL	12:45 PM	119	SCHEDULED		
SINGAPORE AIRLINES	SQ111	SINGAPORE	SIN	2:15 PM	123A	ON TIME		
MALAYSIA AIRLINES	MH93	KUALA LUMPUR	KUL	2:40 PM	130	ON TIME		
TRANSAERO AIRLINES	UN658		VKO	2:55 PM				
UNITED AIRLINES	UA8844	FRANKFURT	FRA	3:10 PM	152			
AEROFLOT	SU107	MOSCOW	SVO	3:45 PM	121			

**DIGITAL
DISPLAYS
CREATE A
MEMORABLE
EXPERIENCE**

*Learn how you can immerse travelers in an unforgettable journey,
visit Daktronics.com/Airports*