



Visual communication improves passenger flow through airports

Commercial airports and airlines rely on visual communications to share vital information such as flight times and statuses with their passengers. SITA Information Display System is a flight information display system (FIDS) which facilitates efficient and effective passenger flow through your airport. It also opens up new revenue-generating opportunities with its advertising capabilities.

BACKGROUND

Inaccurate flight data

Lack of integration with reliable feeds and inaccurate data entry results in confused passengers.

Missed revenue opportunities

Limited utilization of available screen space restricts revenue-generating potential for airports and airlines.

System downtime and complex hardware configurations

Hardware failures negatively impact the system uptime and result in unnecessary expense and repair time.

Multiple systems to maintain

Maintaining and updating multiple systems is expensive and cumbersome.

SOLUTION

SITA Information Display System is a FIDS system built on a reliable foundation which provides dynamic displays of vital airport/airline information, messaging and media:

- Integrates with key data feeds and manages hierarchy for data input
- Media and video wall management delivers targeted advertising, introducing new revenue opportunities
- Variable system configuration and redundancy features ensure optimum uptime and reliability throughout the airport
- Push technology from the server to displays, limiting unnecessary data transfer across the network
- Consolidates all messages into one system – e.g. passenger, operational, emergency and more

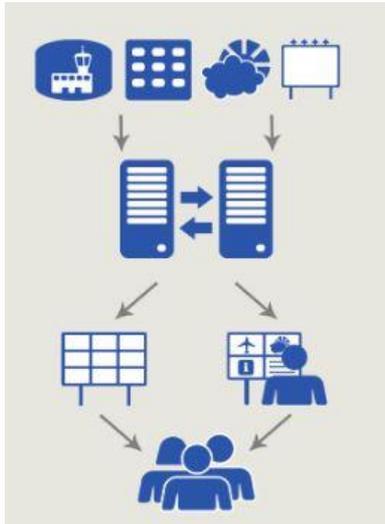
BENEFITS

- Informs and educates passengers
- Maximizes uptime and availability
- Improves accuracy of flight information
- Enriches aesthetics of the facility
- Extends system longevity and maximizes investment
- Enhances and facilitates passenger experience
- Reduces network traffic and optimizes bandwidth usage

RESULTS

99.9%
system availability
across 100+
deployments
worldwide

How does it work?



- Unlimited inputs: flight data, weather, advertising content, emergency systems, public address system
- System redundancy is intrinsic
- Various outputs: single and multiple screen configurations, visual messaging, targeted advertising

SOLUTION COMPONENTS

Flexible integration options

Coordinates and consolidates information from any number of data sources to ensure accurate and timely flight information, messaging and advertising.

An intelligent cross-product monitoring system identifies system issues and sends email notifications to users for a quick resolution.

Comprehensive flight data management

It allows users to manage flight schedules and day-of operations from any browser-based workstation.

Rugged display engine

Increases system uptime and reliability.

Wide-ranging scalability

Accommodates airports as well as airlines of any size and passenger flow.

Versatile design and display management tool

Enables users of varying skill levels to customize and modify display layouts for aesthetic distinction.

Intrinsic visual messaging

Facilitates communication for passengers with hearing impairments and adds another level of communication for both passengers and staff.

Innovative push architecture

Relieves networks of unnecessary data transfer by sending data changes only.

Inherent high-availability system design

Ensures optimum uptime through redundancy, caching, and other embedded technologies. Available through SITA's ATI cloud for Tier 3 and 4 airports.

CASE STUDY

A top ten US airport was experiencing major technical and reliability issues with its existing flight information display provider. They switched to SITA Information Display System as the optimum replacement because of its robust features and proven high availability. The airport was able to leverage its recent investment of 1,500 new displays of various types. The new system was installed in a virtual environment using VMware and advanced storage area network (SAN) technologies. This supports the efficient utilization of resources and lowers energy consumption. The installation and cutover took less than 90 days from start to finish. It included:

- 900 LCD-TFT displays – providing public arrivals, public departures, claim, gate, visual message, and ticket counter displays
- Over 750 LED signs, as well as digital display controllers
- Other equipment to support a reliable and dynamic system

The project was also the industry's first production deployment of AIDX (formerly ACI-FIMS) to interface with the information hub at the airport.

For more information please contact us at info@sita.aero