

## AIRPORTVISION

### VISUAL COMMUNICATION IMPROVES PASSENGER FLOW THROUGH AIRPORTS

Commercial airports and airlines rely on visual communications in order to share vital information such as flight times and status, and other relevant messages with their passengers. AirportVision is a flight information display system (FIDS) which facilitates passenger flows through airports efficiently and effectively while also opening up new revenue-generating opportunities as a result of its advertising capabilities.

#### ISSUES

##### 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.

#### SITA SOLUTION

AirportVision is a FIDS system built on a reliable foundation which provides dynamic displays of vital airport and airline information, messaging, and media:

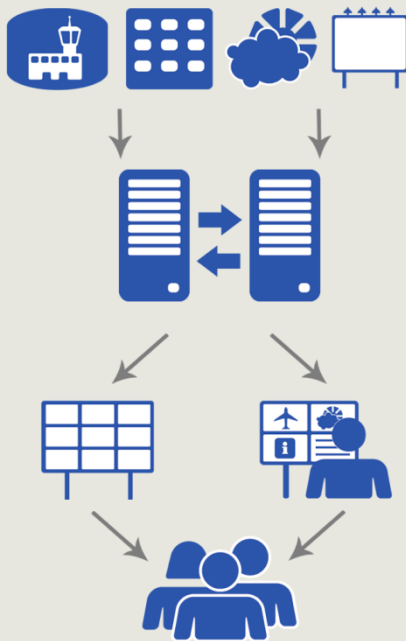
- Integrates with key data feeds and manages hierarchy for data input.
- Media and video wall management delivers targeted advertising – introduces new revenue opportunities.
- Variable system configuration and redundancy features ensure optimum uptime and reliability throughout the airport.
- Push technology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

#### BENEFITS

- Informs, educates and captivates 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

**99.9%**  
system  
availability across  
70+ 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.

### Intelligent cross-product monitoring system

Identifies system issues and sends e-mail notifications to users for quick resolution.

### Comprehensive flight data management

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 passengers and staff alike.

### 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, an option is available in the ATI Cloud.

## CASE STUDY

Having experienced major technical and reliability issues with its existing flight information display provider, a top ten US airport chose AirportVision as the optimum replacement because of AirportVision's 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 to support efficient utilization of resources and lower 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 the AIDX (formerly ACI-FIMS) to interface with the information hub at the airport.

For more information please contact us at [info@sita.aero](mailto:info@sita.aero)

**SITA**

Create success. Together