LED Rotators at Gatwick Airport



PROJECT SUMMARY

Height	4.44m
Width	2.54m
Depth	320mm
Unit cost	\$500,000

Pixel Pitch	6mm SMD
Weight	1200kg
Location	Gatwick Airport

OVERVIEW:

Travellers at Gatwick North and South Terminals have their attention caught by giant rotating screens, the first of their kind in a UK airport.

ADXBA were asked by Gatwick Airport to design a solution that could generate additional advertising revenue, whilst being dynamic and innovative. Working closely with the Airport and leading LED manufacturer, Daktronics, ADXBA lead the project – providing the initial structural analysis and design, project managing the installation and configuration, before the 2015 launch.

Two screens were installed - The South terminal with a hung unit from the ceiling, and the North Terminal floor mounted. Both rotate at a gentle pace that is slow enough for passengers to engage with the content, but quick enough to draw the eye as a moving object.

The displays show high quality video, images and dynamic content - required to represent major brands. But they are durable and reliable too, with a 10-year life span making them a future-proof investment.

Controlling the content on the screens, there are dual PC's. Each can display separate content on each face, or act as a spare for redundancy.

The content itself can be either images, video of Flash animations that enable dynamic information to be displayed such as news, weather, Twitter or any number of bespoke data feeds.



Key Points:

- The LED screens are large format and double sided.
- A high quality, 6mm SMD was used
- The screens slowly rotate to 180° before rotating back
- The rotation captures the attention of the whole audience
- Screens are mindful of all retailers too offering an equal line of sight as it rotates, so no one retailer is affected
- 10-year expected life span for long-term investment
- High profile to attract major brands
- Content can be dynamic and include data feeds such as Twitter and weather