



EXAMPLE PROJECT 2

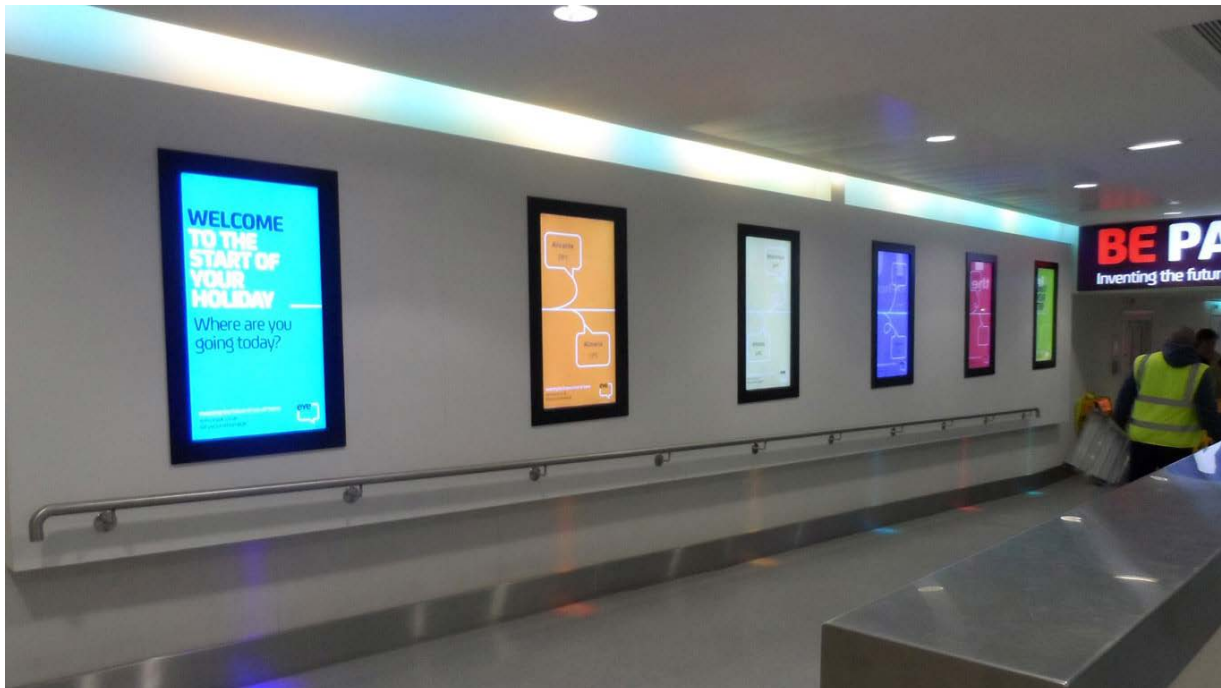
Manchester Airport T1 Transference Wall – Install and dynamic content

Client: Manchester Airport / Eye Airports

Contract Value: Circa \$70,000 (specific site value – part of a \$750,00 digital rollout)

Timeframe: 3 months

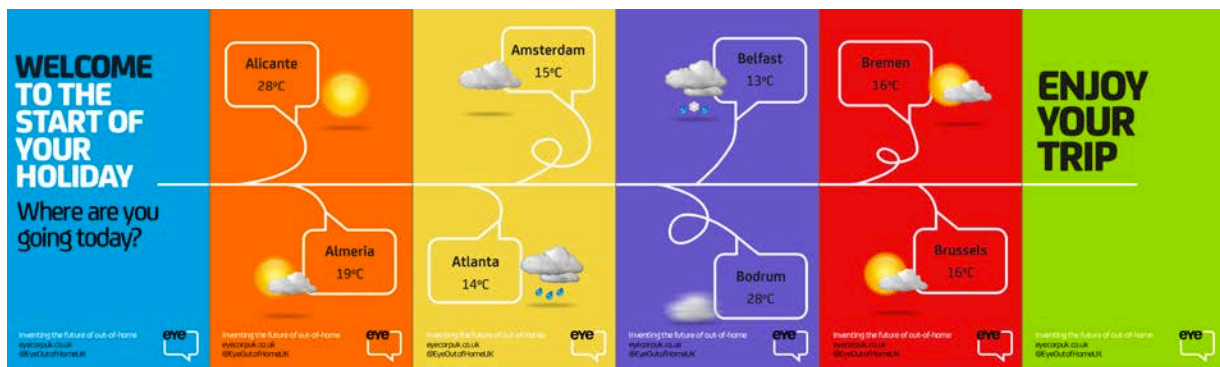
Date: May 2013



EYE Airports are media concessionaires, selling advertising on static and digital sites throughout UK Airports. ADXBA act as their digital partner, allowing them to concentrate on their core focus.

We provide strategic planning of sites to help maximise ROI, the management and delivery of all installations, and finally the content management and hardware maintenance

The transference corridor at T1 Manchester Airport, (from security to the departure lounge), was a plain, uninspiring wall that needed new a 'wow' factor. We worked with the sales and operations teams at EYE Airports, and commercial teams at Manchester Airport to develop and implement a new digital concept.



This concept also included a creative content aspect - with final design to have 6 screens equally spaced along the length of the corridor. Screen one would show the attract line of 'Welcome to the start of your holiday', and an airplane would jet across all screens from left to right. As it did, it would reveal the current weather and temperatures for the next 8 flight destinations leaving that particular terminal.

At ADXBA, we created a bespoke application to periodically collect the flight data from Manchester's AODB (Airport Operational Database) – This data was then used as the base to cross reference weather information for the next 8 flight destinations. The system could collect, interpret and display this information without any interruption or delay – showing instead a smooth, seamless animation to passengers.

In addition, the screens had coloured lights beneath them, casting a glow on the floor. The colour and intensity of these lights are also controlled by the content and managed by the CMS system.

Key Features of the installation:

- ADXBA Managed the entire installation and delivery
- Work permits, RAMS and security passes were arranged by ADXBA
- Designs were structurally signed off.
- The system was designed so 6 screens could act as one long screen, or as individual screens.
- The content could flow from one screen to the next, as if passing windows.
- The content accessed real-time flight data, due to depart from Manchester T1.
- Flight destinations were linked to weather reports in these destinations.
- The content was relevant to passengers, as it was their destinations, and changed throughout the day.
- Broadsign CMS was used as the main scheduling software.
- The dynamic abilities were offered to creative agencies to enhance advertising content.