



Columbus International Airport

Industry Sector:

Transportation

Location:

Columbus, Ohio

Application:

Advertising, Communications, Scheduling, Videowalls

Omnivex Solution:

Omnivex Moxie

Channel Partner:

Radiant Technologies

Centrally located in Ohio with a diverse mix of air carriers, John Glenn Columbus International Airport is the airport of choice for millions of passengers each year.

The airport is operated by the Columbus Regional Airport Authority, which also oversees the operation of cargo-dedicated Rickenbacker International Airport and general aviation airport Bolton Field. John Glenn Columbus International Airport offers about 150 daily departures to 32 destinations and serves over 6 million passengers each year.

Advertising revenues have increased by over 50% with the new videowalls and the outstanding quality of visuals they are able to present.



Scope:

John Glenn Columbus International Airport launched an \$80 Million renovation in 2013. As part of the project the airport wanted to expand their digital signage network to improve passenger communications and experience. Included in the project was the addition of more videowalls and also signage over the ticket counters to provide airlines the flexibility to direct customers to particular counters for check in priority and baggage management. The airport had lots of plans and ideas from the architects and designers but needed the help of a partner like Radiant Technology to determine the software and hardware required to make the vision a reality. While hardware was important the airport recognized software was critical and they wanted a single platform to manage their visual communications throughout the airport.



Solution:

John Glenn Columbus International Airport initially started using Omnivex Moxie in 2014 for screens in their food court and later expanded to include a large 48 screen videowall over the entrance to Terminal B, which improved the resolution of the wall by four. The project progressed to include another videowall in the food court, which advertised the various food service vendors for travelers passing by. In March 2016 with the help of Omnivex Value Added Reseller, Radiant Technology, the John Glenn Columbus International Airport expanded their digital signage network even further to include two 44 x 14 foot LED videowalls over the entries to Terminals A & C and 62 ticket counter screens in the renovated airport. The two videowalls are comprised of single, ultra-high definition direct view LED screens driven by dedicated PCs using Omnivex Moxie and Windows 10, providing a graphics capability far beyond what the airport previously deployed. Omnivex Moxie allows the displays to be driven pixel-to-pixel, ensuring crisp text and images. Each videowall features a mixture of real-time flight information, advertisements, important community messaging, and information for travelers.



The 62 ticket counter screens were designed to be easily updated with a simple touchscreen graphical interface. Radiant Technology used Omnivex Moxie Players with interactive content to allow airline employees the ability to quickly login and easily alter the configuration of their ticket counter displays.



Results:

The feedback on the digital signage throughout the airport has been very positive. In particular, the two large 44 x 14 foot video walls have made information very clear and easy to see throughout the ticket lobby, which has improved the experience for travelers passing through the airport. The airport anticipates the satisfaction scores on their quarterly traveler feedback surveys to increase as a result of the new screens and content.

Advertising revenues have also increased by over 50% with the new videowalls and the outstanding quality of visuals they are able to present.

Future plans include integrating information on checkpoint wait-times and social media content from the airports social channels with the other content on the screens.