DIGITAL SIGNAGE FOR AIRPORTS

A traveler-centric approach to digital signage using the Omnivex platform.

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YOUR AIRPORT + OMNIVEX

HAPPY TRAVELERS.

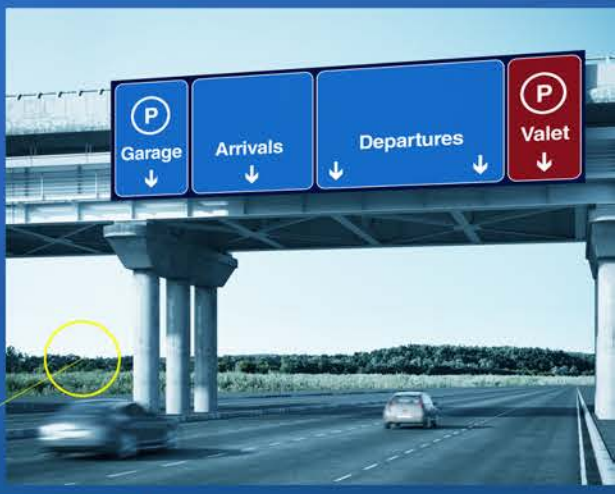
ONE PLATFORM, ENDLESS APPLICATIONS.

Enhance the traveler experience with solutions created on the Omnivex platform.

What can you create with Omnivex software to enhance airport operations and keep things running smooth?

From traveler-facing digital screens like FIDS, GIDS, and wayfinding to behind-the-scenes operation details and monitoring systems, there's no limit to what you can create to help manage every aspect of your airport.

Whether traveling for business or leisure, most travelers want the experience to be stress-free, easy, and, most of all, enjoyable. Effective visual communications can go a long way to ensure that every traveler has a positive experience in your airport.



Manage Traffic

Manage traffic around the airport and ensure travelers know where they need to go.

WELCOME, TRAVELERS!

Welcome travelers to your airport with timely, relevant information.

FLIGHT INFORMATION DISPLAY SYSTEM

What do you want travelers to see when they first enter your airport? High-quality digital signage and communications are crucial for a positive traveler experience. Communicating the right information as soon as passengers enter the airport will go a long way to ensuring a pleasant experience in your facility.

Timely & Relevant Information on Flights

Provide timely and relevant information for departing and arriving flights.

Wayfinding

Wayfinding in an airport significantly contributes to the traveler experience. Enhance that experience by integrating wayfinding into displays like welcome signs, so travelers know where they need to go as soon as they enter your facility.

Your Airport Community

Does your airport offer free wi-fi? Special assistance for those in need? Are airport staff widely available to help travelers? Highlight the services and amenities you provide that enhance the traveler's experience.

Branding

Your brand is essential. It conveys a sense of community and instills confidence in travelers. Highlight your brand on all of your digital signs.

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CHECK-IN COUNTERS

For most departing travelers, check-in counters are their first destination upon arriving at the airport and are a vital part of airport communications.

The Omnivex platform makes managing check-in counters easy for airports. Assign counters to airlines and allow airline personnel to update and change content on their counter's digital signage through a user-friendly web platform.

WAYFINDING

The most significant influence on traveler experience is an airport's wayfinding signage. Travelers are on the move and making sure they know how to find where they want to go is a vital part of a positive traveler experience.

Aside from standalone wayfinding signs, you can integrate wayfinding into other applications, such as FIDS displays, welcome screens, store and restaurant directories, and more.

The easier a traveler can find what they are looking for, the more positive their experience will be.

Detailed Wayfinding

Wayfinding can be more than just arrows - tell travelers how long it will take to reach a destination, so they can make an informed decision about where to go.

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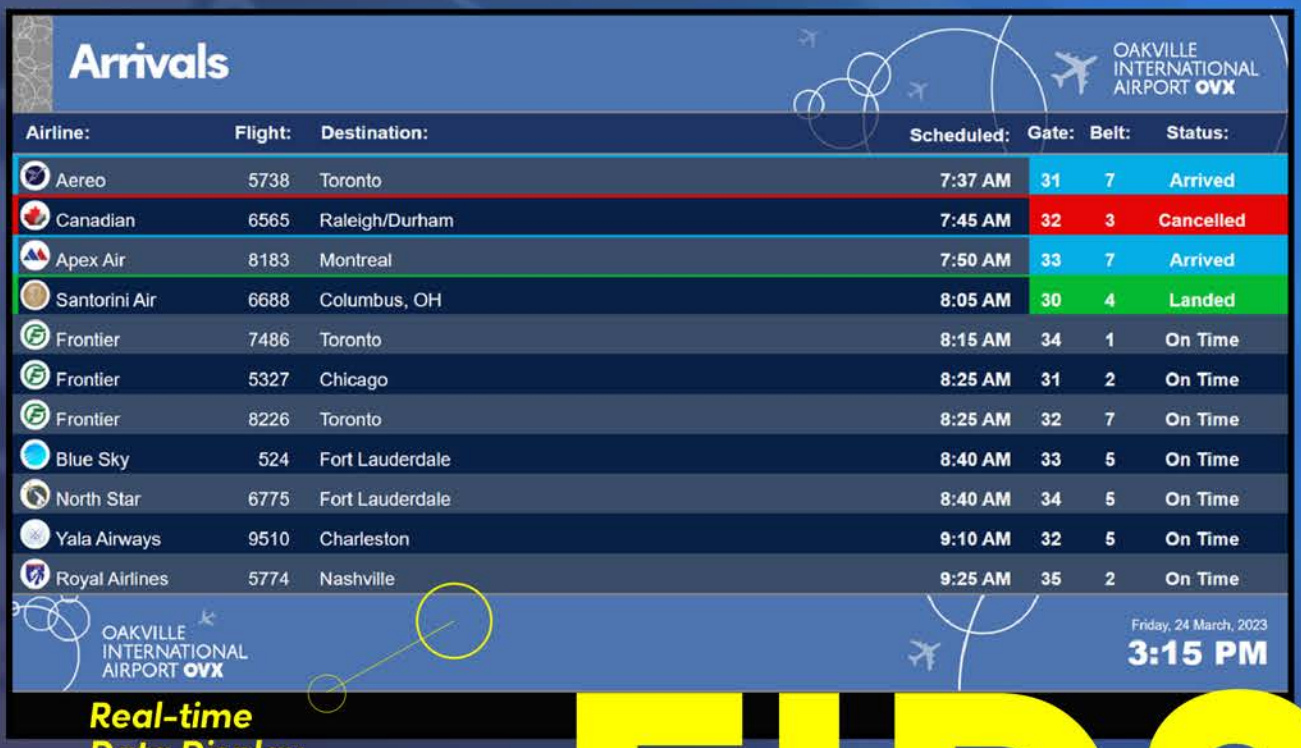


Real-time Data Display

Link to your flight data and flight information displays in real-time.

FIDS

FIDS display are essential for every airport. Travelers have come to rely on these screens to keep them informed and up-to-date on the status of their flights.

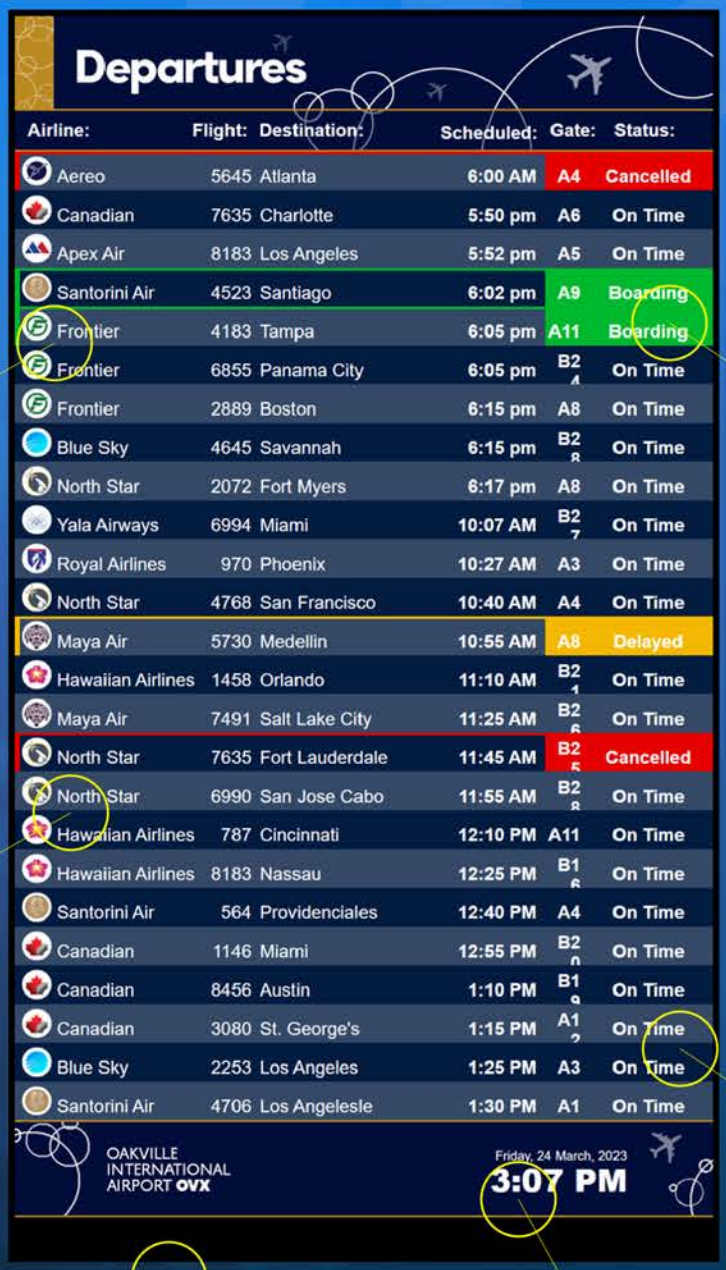
The Importance of Real-time Data

Timely information is always important, but more so when people are traveling. Stream your flight information (AODB) directly from the source into Omnivex DataPipe, or set up a database on your network and query data using our linking products before dropping it into DataPipe.

Omnivex DataPipe is a powerful and essential part of your digital signage network on the Omnivex platform. It allows you to communicate and display flight information in real-time, keeping travelers informed and worry-free.

FLIGHT INFORMATION DISPLAY SYSTEM

WHAT GOES INTO A FIDS DISPLAY?



Real-time Data Display

Link to your flight data and flight information displays in real-time.

Optimized Layout

Design your screen with the traveler in mind, clear text, high-contrast colours, alternating rows - no limit to design options.

Customized Branding

Incorporate airport branding into screen designs.

Enhanced Messaging

Communicate vital messaging without distracting from flight information.

Automated Visual Communication

Link format to data to enhance communications.

Relevant Information

Add current date, time and weather conditions.

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Visual Communications & Flight Data

If there's one universal language everyone can understand, it's the language of visuals. Visual communications are a vital part of any communications strategy, and FIDS displays are no exception. Properly communicating updates to flight status or changes to a flight's departing gate are essential for a positive traveler experience.

With Omnivex software, it's easy to set up conditions that trigger visual cues on screen automatically - no coding required. Simply bind a property to a DataPipe cell, and the graphical update is automatic and instant.

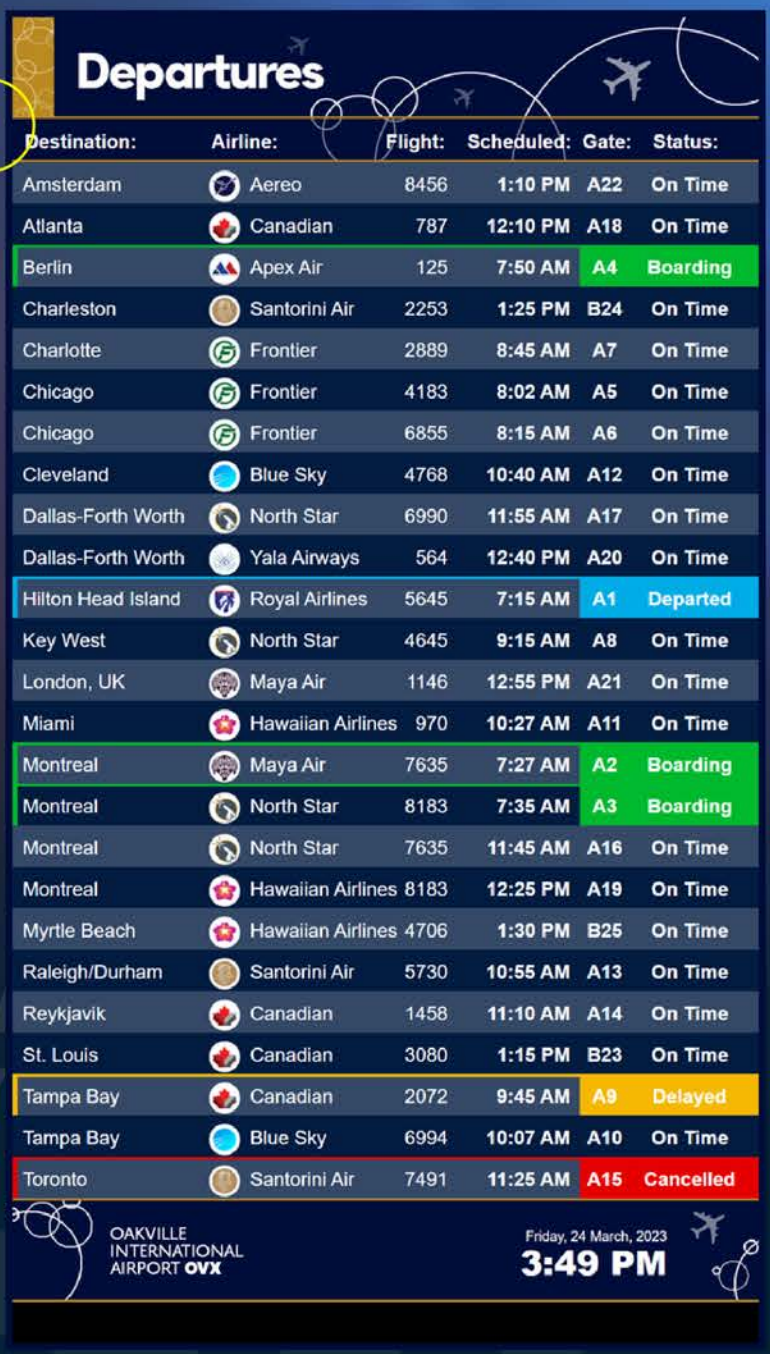
Strong visual communications go a long way towards traveler engagement and ensure they are informed and up-to-date.

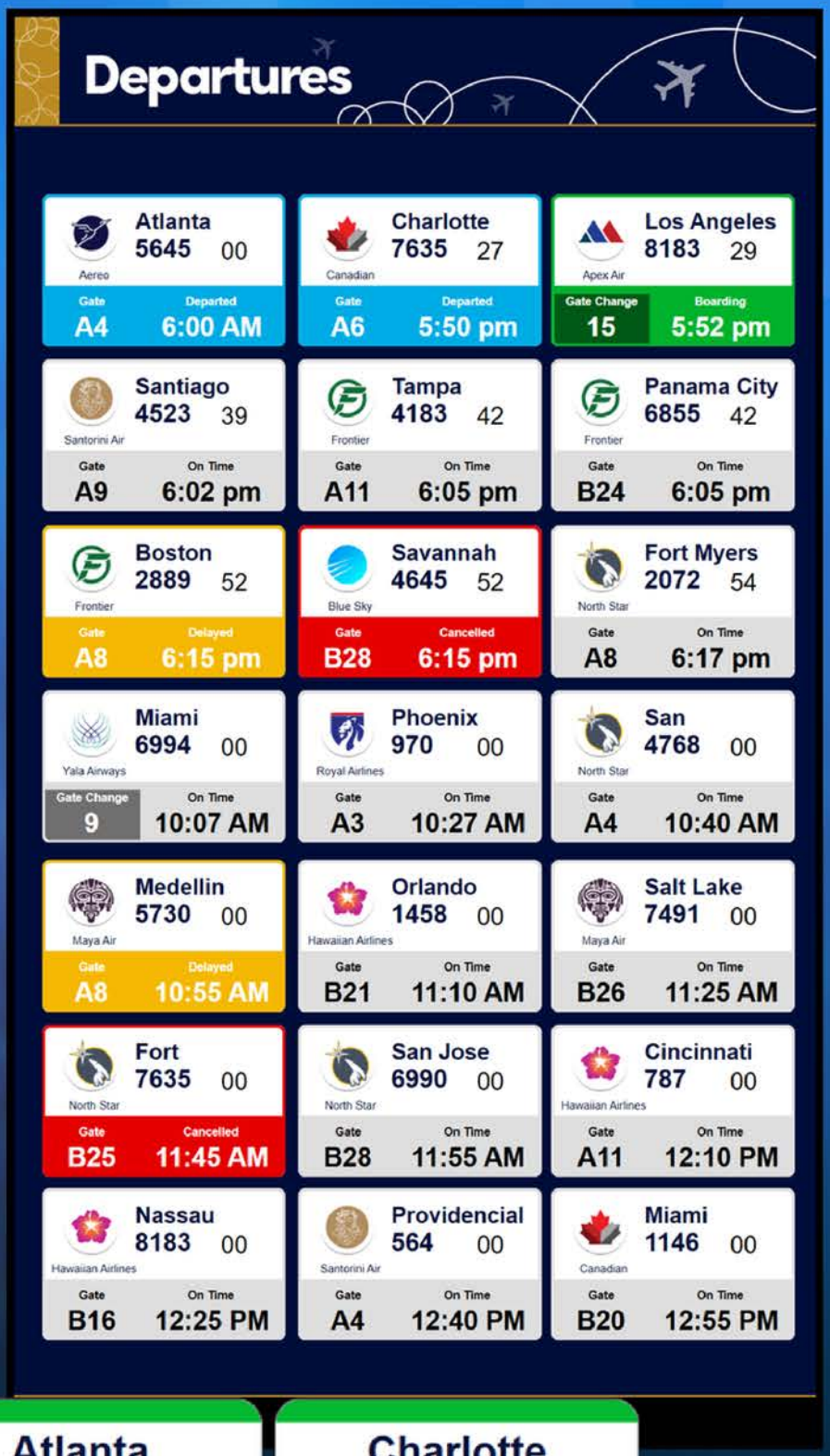
Order of FIDS Data

Sorting & order go hand-in-hand. If sorting flights by destination or airline, place that field first. Travelers can then quickly identify the sort order and find their flight much easier.

Sorting FIDS Data

Whatever category you sort flights by, remember the traveler. Groups are easier to identify visually, so alternate a property, such as background, between groups to make viewing easier.





How can you create FIDS displays that are easier to read?

Does flight information always have to be presented in a table, with row upon row for the traveler to scan? Innovative new ways of displaying flight information to travelers are popping up in airports worldwide, and the focus is on the traveler. Providing flight info in a card style, as seen here, offers many benefits, both to the traveler and to digital signage operations.

For example, highlight all flights departing in the next 30 minutes on one screen, with wayfinding and the time it takes to get to the gate included as part of your flight data. Imagine how much easier that would be for a traveler rushing to make their flight.

You can also add countdown timers to each flight, so the minutes until departure is clear. All of these new methods allow the traveler to make informed decisions.

More Detailed Flight Listings

Displaying time to walk to gate, direction, minutes until departure time can enhance the traveler experience.

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Applications for a Smoother Security Process

Does anyone like going through security at the airport? Taking off our shoes, our belts, unpacking electronics - it's not a fun process. And we certainly don't like long lines. So, what can digital signs do to make the experience better for the traveler?

Security Wait Times

Display the estimated wait time for a traveler to pass through security. You can automatically count the number of people passing through a security gate in Omnivex DataPipe, and display an estimated wait time.

Line Queue Management

Security lines can be lengthy and busier at different times. Digital signage allows you to easily change line queue entry points and the capacity to match the physical queues set up.

Prepare Travelers in Line

Use digital signs to inform travelers how to prepare for security as they wait in line. For example, do they need to remove shoes and belts? Will they have to take their laptop out, power it on, or put it in a separate bin? Prepare travelers as they wait, so the line moves faster.

Reduce Percieved Wait Times

Make waiting in line appear less cumbersome by keeping travelers informed and entertained with digital signage, whether by ads, videos, or clever brand messaging.

SECURITY

Flexible Line Queue Management

Easily manage line queues with flexible digital signage. Highlight and effortlessly adjust entry points and lines.

Prepare Travelers Waiting in Line

Use digital signs to inform travelers how best to prepare for the security check.

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GIDS

Use Intelligent Playlists to Automate Gate Screens

Screens at the gate are another essential part of the traveler's journey. They are the traveler's last stop in your airport as they depart for their destination and need to provide the traveler with up-to-date flight details. From the moment they enter the waiting area right up to when they board their flight, travelers rely on GIDS screens.

GIDS displays on the Omnivex platform allow you to provide real-time updates to travelers throughout the departure process.

Combining intelligent playlists with real-time flight data creates an easy-to-manage solution, with no coding required. Simply decide how the screen changes for each stage and use real-time departure data to set a trigger. With conditional data triggers in a playlist, you can set display screens for various scenarios, such as canceled flights, last-minute gate changes, and boarding status.

QR Codes & Handheld Devices

Scanning the QR code lets travelers put real-time flight information on their mobile phones.

The Power of Omnivex

Any content, any screen, any time - that's the power of Omnivex. Our platform allows you to push real-time information to any screen, mobile devices included.

GIDS on Phones

Flight information scanned uses the same datasource as your GIDS screens, and will update automatically as data changes.

WHAT GOES INTO A GIDS DISPLAY?

Gate Identification

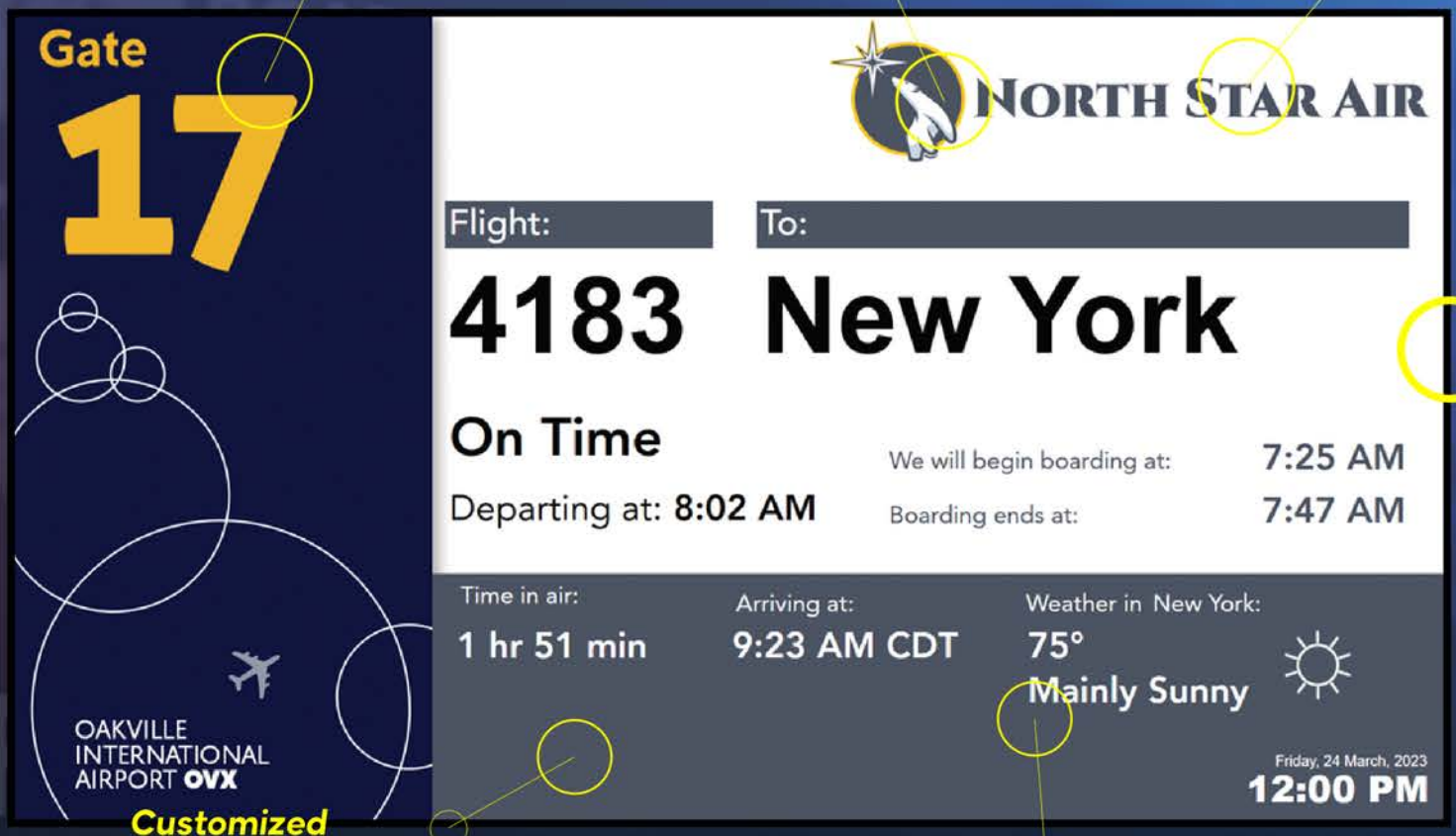
Let travelers know they're in the right location.

Intelligent Playlists for Screen Control

Screen updates can happen automatically based on conditions around flight data.

Flight Details

Up-to-the-minute flight information as departure time nears.



Customized Branding

Incorporate airport branding & departing airline branding into screen designs.

Relevant Information

Provide weather information & arrival time at the destination.

Condition: Display when no flights are scheduled to depart from gate

Gate ID Screen

Displays when no flight is departing from gate within the next two hours.

Add list of flights departing gate within a set time (i.e. within three hours).

Condition: Display when flights are departing gate within 180 minutes of current time

Departing Flight Information

Automatically change screen when a flight is departing the gate within the hour.

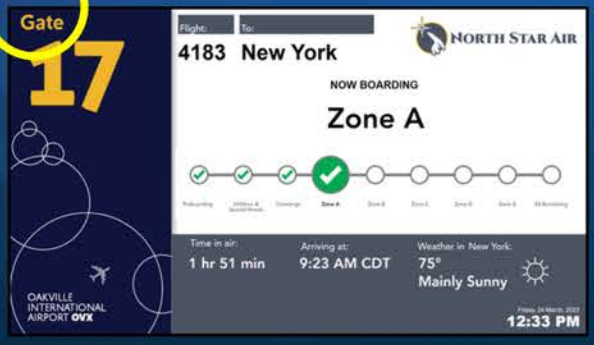
Condition: Display when flight is departing gate withing 60 minutes of current time

Boarding Process Updates

Display changes when boarding begins. Screens update automatically as staff at gate change zones.

Display flight status for a set time after flight has departed.

Condition: Boarding has begun



Condition: Flight has departed

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OPTIMIZED MESSAGING

Use existing data and hardware to optimize your messaging.

What is the use case of your screens? Understanding why the screen is there and who the screen is for can help you better design that screen and optimize the messaging.

For example, how can you optimize the messaging on a screen seen mostly by arriving passengers as they walk from the gate to the baggage carouse, customs or connecting flights?

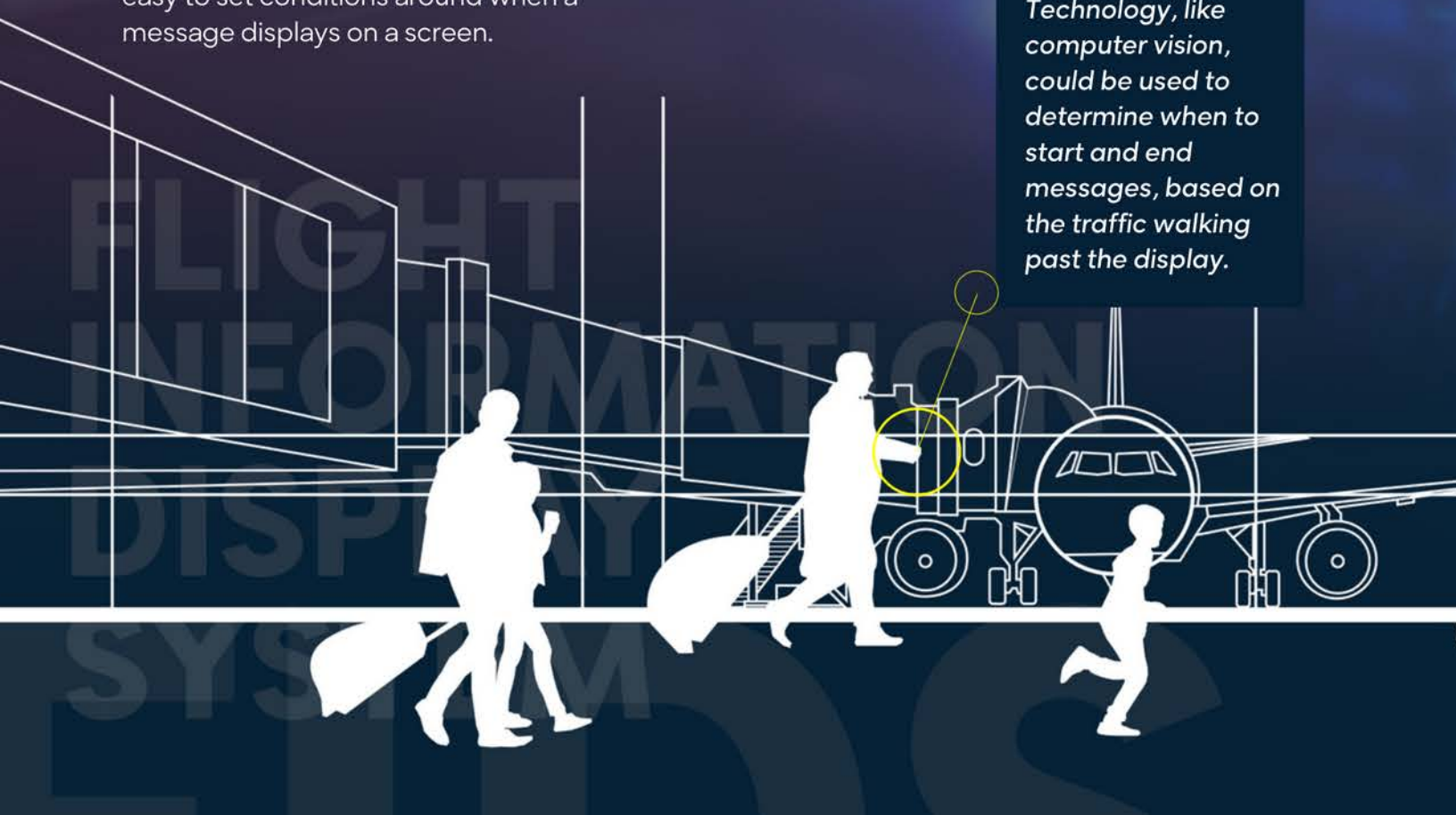
Data can help. With the proper data, it's easy to set conditions around when a message displays on a screen.

Let's look at the example of arriving travelers. What data do we have about their arrival? From general flight data, we know the arrival time, the arrival gate, and the origin city. It's also easy to determine another vital data point - the average walk time from each gate to the screen.

With investments in technology and data, we can increase the accuracy of this messaging window.

Technology and optimization

Technology, like computer vision, could be used to determine when to start and end messages, based on the traffic walking past the display.



ARRIVAL TIME + WALK TIME

Using flight data, we know Flight 2243 from New York arrives into Gate 27 at 9:00 a.m. It takes 6 minutes to walk from Gate 27 to the screen. With these two data points, we can start showing customized welcome messaging at 9:06 and assume most travelers will see it.

9:00 am
+ 6 min

9:06 am start

We can estimate 30 minutes for deplaning to determine the message and time.

9:30 am
+ 6 min

9:36 am end

ARRIVAL TIME + WALK TIME + DEPLANING TIME

How can we better optimize the messaging? What if the plane arrives on time but doesn't begin deplaning right away? With deplaning start and end times a more optimal schedule can be achieved. This second method adds a trigger by airline staff indicating deplaning has begun and another indicating deplaning has ended.

9:05 am *Deplaning Starts*
+ 6 min

9:11 am start

9:22 am *Deplaning Ends*
+ 6 min

9:28 am end

ARRIVAL TIME + WALK TIME + DEPLANING TIME + WALK TIME

The second method tightened the messaging window but relied on the input of airline staff to succeed. What if you could use hardware, such as computer vision technology, to automatically send the deplaning start and end times triggers? Automation would error-proof the deplaning times and help optimize messaging on the screen.

9:07 am *Deplaning Starts*
+ 6 min

9:13 am start

9:17 am *Deplaning Ends*
+ 6 min

9:23 am end

More data, more options

Use messages in languages spoken in countries from arriving flights to further enhance the traveler experience.

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BIDS

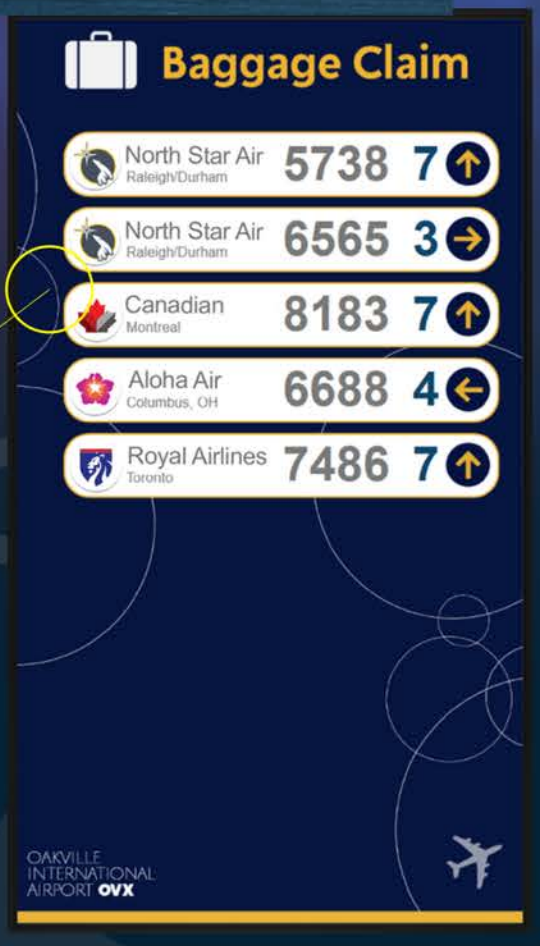
Direct arriving passengers to the right location, at the right time.

BIDS displays are one of the few screens arriving passengers may see, so make sure you're presenting the right information.

Arriving passengers may be new to your airport, so include wayfinding, both to baggage carousels and other parts of your airport - and never forget about your airport's brand.

Wayfinding for Baggage Carousels

Direct arriving passengers to their flight's baggage carousel.



WHAT GOES INTO A BIDS DISPLAY?

Carousel Identification

Displayed when carousel is not being used and only baggage carousel ID is needed.

Current Flight Identification

Display Flight Number(s) on carousel sign when carousel is being used for baggage distribution.

Upcoming Flight Identification

Display upcoming flight number and time on carousel sign for flights in near future.

Customized Branding

Incorporate airport branding into screen designs.

Welcome & Wayfinding

Welcome arriving travelers to your airport, and provide directions to key points of interest.

VISUAL PAGING

Make your Airport More Accessible with Visual Paging

Visual paging allows you to present audio announcements on screen. Whether a traveler is receiving a phone call or has forgotten an item, visual paging helps ensure they get the message.

For hearing impaired passengers, visual paging is essential. Visual paging can be added to any display or appear as their own layout.

Modified Layouts

Modify layouts for certain announcements, such as gate changes, and ensure travelers don't miss the new information.

In an ideal scenario an airport has all their screens on a unified CMS. Screens in the concourse are highlighted as requiring visual paging alerts. It is safe to assume that during quiet periods, there will be less paging announcements. Historically, this leaves a blank area on the screen, serving no purpose other than looking like something is missing/wrong. A platform CMS can see there is no current visual page data and show an alternate piece of content. This allows communications to be prioritized.

With this order of prioritization, the CMS is waiting for a trigger from the emergency platform. If there is no current condition, it looks for a visual page. If there is no visual page, it shows revenue-generating ads, and if there are no ads booked for that screen location, show airport messaging, etc. This is a simple concept, yet many airports are still wasting screen real estate, with extremely poor utilization rates in those 'blank' screen areas.

Here is an excellent example of this:

This approach demands a CMS that is not only capable of Communication Prioritization, but also integrates with all the upstream data systems that invoke the content change. This is why the platform approach is crucial! It future-proofs the airports' digital screen assets, increases ROI on any purchased data systems, and provides ultimate agility to achieve the airports' messaging goals.

EMERGENCY NOTIFICATIONS

Keep Travelers Safe and Informed During an Emergency

Digital signs provide a way to get real-time alerts and information to travelers during an emergency. Combine existing audio alarms with visual emergency notifications to improve your disaster preparedness and safety plans.

Emergency Screens

Tie into existing emergency systems for automatic emergency messaging on displays.

Tailor Emergency Messages by Location

Customize emergency screens by location in facility, providing location-specific directions.

Provide Information & Instructions

Emergency screens can provide simple instructions and directions on the route to safety.

ONE PLATFORM, END

What solutions can you crea

Transportation (GTFS)

AODB

Third-party Tools

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Aggregated Data

Landside

Dynamic Wayfinding

Wayfinding Signgage

Advertising

TSA Wait Times

Check-in Counters

Services

Ticketing Backwall

Interactive Kiosks

Onward Connection

Rideshare/ Pickup

Art & Experience

Car Parking

Public Transport

Curbside

Car Rental

FIDS

Video Walls

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Dynamic Wayfinding

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FLIGHT INFORMATION DISPLAY SYSTEM

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Facilities Feedback

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NEED HELP?

From project development to project execution, our services team is there to guide you every step of the way.

The Omnivex Professional Services team is a dynamic and versatile group that excels in delivering comprehensive solutions for all your business needs. They provide top-notch project management, ensuring your initiatives are meticulously planned, executed, and monitored for optimal results. Adept at everything digital signage, our Services team can help you create captivating and professional designs that leave a lasting impression. If you need help translating your ideas into reality, our Professional Services team stands ready to act as your dedicated partner, guiding you through the process and ensuring your project is built for success.

Ask your sales rep for more information on Omnivex Professional Services.

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BETTER RESULTS.

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FIDS