

Two Multi-Screens Produce Large, Vivid Images Efficient Operation with High-Added-Value Advertising

Installation Details

Large, Multi-Screens Symbolize the New Departure Area

Fukuoka Airport has the fourth largest number of domestic travelers annually, and is equipped with a large number of advertising spaces targeting passengers. Effective operation of these advertising spaces is an essential task. Because a large area has been attained in front of the Northern Security Checkpoint due to redevelopment construction, the airport decided to install Panasonic's large, multi-screen system.

A single-screen display was previously used, but as described by Kazuyuki Matsuo, Manager of the Sales Section No. 1, "We wanted something with appropriate impact for the new departure area, so we decided on the multi-screen system.

The reasons for this selection, which were evaluated with a product proposal using a demonstration model, included the product's inherent features and Panasonic's after-sales service, in addition to:

- A superb display in terms of coloring and viewing angle
- An unobtrusive bezel that blended in with the image
- The ability to withstand extended, continuous operation
- A simple system with easy operation
- One-stop maintenance in Kyushu.

"The operating software interface was also easy to understand, allowing us to accurately manage the content that we received from advertisers," explained Konosuke Mitsunaga, Supervisor of the IT Promotion Section, expressing their satisfaction following the installation.



▲ Advertising images are naturally displayed by the narrow-bezel design. Large, multi-display TH-55LFV60 systems with 4 vertical screens X 4 horizontal screens were installed on the left and right ends of the departure area.

Professional Display System Report

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System Outline

Crisp, Clear Display of Various Advertising Images

Large, multi-screens with 4 vertical screens x 4 horizontal screens were installed on the left and right upper faces of the Northern Security Checkpoint. A wide variety of advertising images are displayed to passengers prior to their departure. For example, by dividing the screens into two blocks, left and right, one end can display video images and the other end can display still images for excellent flexibility. Also by using an aspect ratio of 16:9, the same as an ordinary wide-screen display, the advertisers' existing content can be used as is. As described by Manager Kazuyuki Matsuo, "The IPS LCD panel is truly stunning. It's crisp and clear even from an angle. Advertisers are extremely pleased when they view the actual images." The image quality and visibility demanded of digital signage is clearly satisfactory. According to Fukuoka Airport, they plan to proceed with digital systems for their future advertising spaces. In addition to this system, they are also using TH-70LF50 large-screen signage.



▲ The TH-70LF50 was installed in the terminal as large-screen signage. It provided notifications about airport facilities and guidance.

Redundancy Increases Reliability as an Advertising Media

The multi-screen functions as digital signage from 5:30 in the morning, when the Terminal Building opens, until it closes at 23:00. Referring to this 17-hour operation each day, Supervisor Mitsunaga said, "Stability and a good maintenance system are extremely important. Being able to provide continual, trouble-free images is directly tied to the confidence of the advertisers. Panasonic's proposal with regard to building up this confidence was very

attractive to us." Fukuoka Airport highly evaluated Panasonic's products, support system, and brand strength. In order to achieve a simple system configuration, fast response is essential in the event that a problem does occur, and restoration must be easy to provide worry-free operation for the staff on site.

A Large-Screen 4K LCD Display Is Installed at the International Terminal

A Panasonic plasma display (103-inch) had been installed at the entrance of the International Terminal to greet passengers from overseas. In the interest of system integration among other reasons, it was decided to continue using a Panasonic product, by replacing the former display with a TH-98LQ70. This display provides a wide variety of information, starting with an airport guide and including sightseeing information and customs warnings. For this purpose, naturally, ultrahigh-definition 4K images were used complemented by the previously used HD images, which had received high evaluation for their crisp clarity. The display's front panel was securely guarded by protective glass, so the display could be safely placed in areas where many passengers walked through. Also, installation fixtures and brackets could be used as is for a smooth and easy installation.



▲ Four vertical screens x four horizontal screens were installed with an aspect ratio of 16:9, the same as an ordinary wide-screen display. Advertisers were pleased with the excellent color reproduction of the IPS LCD panel.



▲ The TH-98LQ70 large-screen 4K LCD display was installed at the international arrival location. Its beautiful images promoted the many attractions of Fukuoka.