

CASE STUDY - Digital Signage

When A Cluttered Concourse Won't Fly, Huntsville International Airport Turns To Video Extension Technology



OVERVIEW

Air travel today is more complex than ever and business travelers, frequent fliers and vacationers rely on detailed information to make their travel plans go smoothly. Recognizing that the traveling public requires more depth and breadth of information than ever before, Huntsville International Airport in Alabama recently upgraded their Flight Information Display Systems (FIDs), replacing CRT monitors and older technology with an automated FID system, modern flat screen panels and a video extension solution from Avocent.

Choosing extension devices from Avocent, Huntsville International Airport is able to deliver a clean, clutter-free look on the concourse and take advantage of high-resolution video capabilities – gaining the ability to generate an additional revenue stream through high-quality advertising.

CHALLENGE

Upgrading proved to be a worthy investment

Known throughout its 18-county service region for outstanding customer service, state-of-the-art technology and customer convenience, Huntsville International Airport is nestled in the Port of Huntsville. The multimodal facility's operating entities include Huntsville International Airport, International Intermodal Center and Jetplex industrial park.

Not only is the facility in the heart of the south's technology mecca, but Huntsville International Airport is also situated between two other high-traffic airports. Steep competition drives the need to deliver better service and one way to do that is improving the information delivered to the traveling public. So, upgrading their FIDs seemed to be not only a worthy investment, but also an improvement that would deliver a competitive edge. Being in a technology-focused area of the country, a high tech look and feel was also a design challenge to consider.

"When we upgraded our FIDs, one of the goals we focused on was keeping the public better informed and to do that we needed to display more than just standard arrivals and departure times," said Thomas Perry, information systems manager at Huntsville International Airport. "We required a more intelligent system and when we brought it in, we wanted to improve our graphics capability, keep it simple to maintain, and not clutter the concourse."

Recognizing the need for high-quality imagery and a solution that would deliver a thin, clean design, Perry began searching for a solution and found what he needed through a local partner – Huntsville-headquartered Avocent, a market leader with connectivity and manageability solutions that centralize control of not only servers, but also network devices in multiple locations.



PROFILE

Company

Huntsville International Airport

Type of business

Transportation

Corporate headquarters

Huntsville, Alabama

Website

www.hsvairport.org

Applications

Flight information display system

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Thomas Perry
Information Systems Manager
Huntsville Airport

CASE STUDY

SOLUTION

Airport benefits from wireless and CAT 5 solution

The airport purchased three Avocent LongView® Wireless extenders for their construction update monitors and 60 Avocent Emerge™ EMS1000T/R media streamers for their FIDs. The Avocent LongView Wireless extender connects computer-based audio/video and digital sources with display devices including LCDs, monitors, plasma displays and projection devices. Its industry-standard design makes the LongView Wireless extender compatible with virtually any PC, display technology and operating system. Plug in the transmitter and the receiver and radio transmission begins instantly. The Emerge EMS1000T/R media streamer transmits A/V content from a source to multiple destination points. It consists of a transmitter and multiple receivers with the transmitter located at the source of the multimedia content and the receiver at the destination points. “We chose Avocent because of the video graphics capability, size of the product and its clean and thin design,” noted Perry. “One of the other things we want is some type of return on investment through advertising and the Avocent device offers excellent graphics capability which, in turn, allows us to play high-resolution commercials.” Perry estimates the solution will pay for itself in approximately one year and credits the solution with delivering the ability to generate an additional revenue stream – something they were previously unable to do. Plus, by implementing the Avocent solution, he met his requirement for a clean design.

Using 42 inch LG Model M4200C-BA LCD displays and Dell equipment - Huntsville International Airport’s infrastructure includes three Dell Power Edge 2850 servers and 60 Dell OptiPlex workstations – a video extender is assigned to each computer making system management a breeze. Because of the technology’s simplicity, Perry notes that any employee can assist in keeping the system up and running. The need to hire additional IT staff has been eliminated, which offers further cost savings.

IMPLEMENTATION

Clean design helps keep the public better informed

Most important to the organization was not adding bulky equipment to the monitors and cluttering the concourse. An Alabama electrical code prohibits the installation of any technology in the ceiling so a monitor mounted device was the only option for powering the displays. Both Avocent products offer a slim design that is easily and unobtrusively mounted to the back of display units.

“It is amazing that Avocent was able to put the technology in such a small package,” said Perry. “Now, we have these high speed capabilities and you do not see any technology driving it. The solution is real thin and clean – it is a tremendous look and has saved us a lot of space.”

Perry is excited by the limitless freedom offered by the high-quality graphics. Moving forward, he plans to implement additional solutions that keep the traveling public better informed, such as more robust flight information and Transportation Security Alert (TSA) information. Airport officials are also exploring additional marketing and advertising opportunities.

“The Avocent solution sets us apart from our competition by enabling us to provide more information to travelers,” said Perry. “Being the stewards of the Huntsville area, one of our goals is to produce a high tech feel for our airport and this solution offered a way to do that with elegance and simplicity.”

RESULTS

- Centralized IT infrastructure management
- Reduced incidents through proactive monitoring
- Labor and travel cost savings

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ABOUT AVOCENT PROFESSIONAL A/V PRODUCTS

Avocent leads the professional A/V market with connectivity and control products that provide connectivity, switching, extension, monitoring, and control for serial, video, and audio data. These products allow industry professionals to deliver leading-edge connectivity and control solutions to a range of markets including retail, medical, digital signage, hospitality, A/V, and broadcasting. Additional information is available at www.avocent.com.



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