

AccelerOptics Displays Deliver Critical Information in Busy Airport



Job Specific Information:

- Three CAPTURE 100 digital displays, each receiving images from 5,500-lumen Panasonic PT-DW5100 digital projectors.
- Energy: 770 W
- Display weight: 90 lbs.
- Mounting hardware: Standard flat-panel mounts, with no reinforcement required.
- Operation: Programmable media players, operating continuously during airport terminal hours.
- Cost to operate: Running an average of 17 hours a day in high power mode, the annual electricity cost for each system is \$287 (\$.06 KWH) and the annual lamp replacement cost is \$2,311 based on 3.1 lamp changes.

CAPTURE™
Optical Brilliance. Captured.

Springfield-Branson National Airport, Springfield, MO – As a convenient gateway for passengers in Missouri and Arkansas to reach 12 large-market destinations, the Springfield-Branson National Airport has been rewarded with steady growth in travelers and airline service. However, when airport officials recently broke ground on a new terminal to meet the added load, they needed a breakthrough way to communicate the pending change to the flying public.

“Our main concern is that people will not get the message that the old terminal will close when the new one opens,” said **Kent Boyd, the airport’s marketing and public relations director**. “That’s why we were interested in an eye-popping visual effect that would really get their attention.”

That effect is generated by CAPTURE™, an innovative large digital signage display manufactured by AccelerOptics in Carthage, Mo. After viewing a demonstration of the technology, airport officials installed three of the 100-inch digital displays in high-traffic locations within the old terminal. To communicate key messages about the new facility, hidden media players run an animated movie that illustrates construction of the new terminal, interspersed with messages highlighting the expected completion date. All images are beamed to the screens by rugged, commercial-grade projectors.

That change has caught people’s attention. “When I stand out in the common areas of the terminal and follow the heads of our passengers, it’s clear that they’re looking at the displays,” said Boyd. “That’s an improvement over our backlit transparency message boards, which they don’t seem to notice too much.”

When the move to the new facility takes place in 2009, it’s likely that the CAPTURE digital displays will be relocated to tackle a new challenge – driving new airport revenue through increased advertising opportunities.

“Ultimately, we’d like to update how we present advertising in the new terminal, and this digital technology gives us a lot of flexibility in how we can approach that,” Boyd said.

