



CASE STUDY

APN Perth Airport Baggage Claim

Digital Signage Kiosks



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APN Outdoor is a leading provider of outdoor advertising throughout Australasia.

Their recent push to upgrade their tired looking static illuminated advertising signs at Perth and Brisbane Airports has used both single and double sided 55" kiosks displays with a Scala digital signage software platform to manage the advertising content.

When APN Outdoor embarked into the digital signage era at Perth & Brisbane Airports, they engaged Yap!digital to design a digital kiosk that would suit an Airport environment. In Perth Yap!digital manufactured and installed Kiosks throughout out Perth Airport's Terminal 1, Terminal 2 and Terminal 3.

The digital advertising Kiosk medium allows APN Outdoor to manage and control "real-time" advertising messages from their head office in Sydney. From this central hub they can remotely update and control thousands of digital devices from one place.

In addition to the centralised control of messaging, another key advantage of digital signage in this environment is that updates are simple and cost effective as there is no need to manually change out poster artwork as they had to do with the static signs of yesteryear.

One of the unique design features requested, which in 2012 was unique in the world, was a front opening "Floating Glass Door". This was requested as the Kiosks were, in many cases, going to be installed up against columns so there would be restricted or no access from the rear for servicing.

Our suite of services includes the following:

• Installation & Relocation:

After initial installation at Perth Airport, due to the constant terminal upgrades at Perth Airport since 2012 Yap!digital has been engaged many times to relocate Kiosks as the terminal landscape has changed. This makes our teams well versed at working within Perth Airport's strict health & safety and high security environment.

• Bi-weekly Audits:

After initial deployment the Yap!digital team were engaged to complete bi-weekly audit's for APN throughout the year to ensure the Kiosks are displaying the correct advertising content. The audit also manages any device issues that appear on the network.

• Technical Support:

Issues identified during the Audit phase are either troubleshoot on site, or are escalated for further tech call-outs by our team.

• Cleaning & Maintenance:

We also complete ½ yearly cleaning cycles of all Kiosks so the devices and external housings are kept in good condition, ensuring that any dust build up is controlled - critical to the health of any digital device.





We're ready to start talking!
Speak up now about your next project or idea.

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