



CASE STUDY

Perth Airport

Digital Wayfinding Signage



Yap!total

the ultimate digital signage package

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Proven Project Management, on behalf of Perth Airport, commissioned Yap!digital to upgrade significant wayfinding assets in Terminal 1. Original static signs were earmarked for modernisation - with digital display signage able to provide a far better passenger experience.

The Yap!digital team were commissioned to design the specification for the new digital signs which had specific objectives that Perth Airport was trying to achieve such as:

- Direction to gate.
- Time to Gate.
- FID's to display data relevant to inbound flights (AMS integration).
- Relax messages' (designed to keep passengers dwelling in store etc).
- Multilingual messaging (dependant on upcoming outbound flights).

Airports are a tricky environment to work in as they never ever close and operate 24 hours a day, 365 days of the year. High security and lift space restrictions posed obstacles that required creative and meticulous planning to achieve deadlines and mobilise equipment. Logistics and planning of this project was the key to delivering the project ahead-of-time and to very high standard.

Pentagonal Wayfinding Signage

The location of the new digital pentagon sign in Perth Airport's Terminal 1 called for all-round viewing.

Replacing an existing static pentagon shaped sign, the Yap!digital team offered a turnkey solution including structural design, specification of display enclosures, IT hardware and a digital content template methodology.

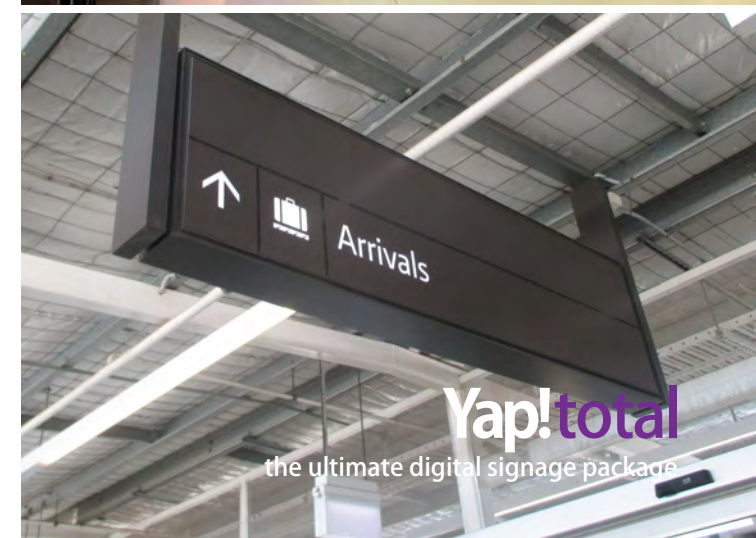
At the outset our designers prepared the original design specs and concepts worked through to detailed shop drawings. The design included five 65" screens and media players.

Integral to project success was the electrical specification. Our project management team co-ordinated the electrical and camera data points back to the airport's comms rack.

The delivery deadline for the works required precise project management. team co-ordinated the engineering and OSH requirements at the airport. Careful planning and logistics were involved to ensure that works were completed with minimal impact to the passengers using Terminal 1. As such, our team worked during an 8pm to 4am window on a nightworks shift to accommodate normal operations.

Content on the pentagonal sign had to cater for messaging in multiple languages. The trigger for language selection is based on flight landing data. Clever huh! The digital content is programmed to rotate to a certain language related to a recent arrival, and then revert back to English after a period of time.

The signage also has the capability to show advertising related content and emergency messaging if triggered by an external command.



Suspended Digital Display Signs

Four suspended digital display signs were required in four locations in Terminal 1. Each sign was designed with four 65" digital screens and media players enclosed by a hardware enclosure manufactured from 3mm aluminium and 2 PAC painted. This signage was also installed at night to avoid passenger conflicts.

Wall Mounted Digital Display Screens

In addition to the pentagon sign, our brief included the supply and installation of a 98" wall mounted FIDS screen within a surrounding stud wall.

What is a FIDS?

FIDS (Flight Information Data System) signage is common in airports and key to the successful arrival and departure of travellers. Displaying real time data, a FIDS shows flight times, delays, gate numbers, airline logos, status of flights etc. For Perth Airport, the proximity to Asia prompts the need for multiple language capabilities such as Japanese, Chinese, Thai, Indonesian etc.

The benefits of digital content management allowing FIDS to display numerous language variations was clear. In the stressful airport environment, travellers need relevant and timely information relating to their flights and other airport news. The digital upgrade provided the solution.

Airport display boards have been around seemingly forever – remember the split flap displays of yesteryear?

Today's digitized version known as FIDS are LCD or LED

screens that are used to demonstrate real-time flight information to passengers. Displays are typically located inside and around an airport terminal, but most airports also link the content back to their websites.





Turnkey Service – From Start to Finish

Our turnkey service ensured that all the critical elements of the project were handled by one team, to the highest professional standards.

Our Yap!total promise is to take complete control of the digital signage project from start to finish. We take your big idea, and nurture it through a glorious metamorphosis to wonderful result.

Yap!total

Some call it turnkey, others call it end-to-end, but the principle is the same – whether it be the airport or shopping centre, we take care of the whole signage solution.



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

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