



## CASE STUDY

### Virgin Pier: Perth Airport

LED Digital Signage

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\*Recommended driveaway price for Jaguar XE 20t Prestige petrol automatic.

APN

# Virgin Pier at Perth Airport

## LED Digital Signage

Our role in the signage transformation at Perth Airport's new Virgin Pier T1 was hailed as a run (a) way success (!) following the launch of the new terminal in late 2015.

During the final stages of the Woods Bagot designed terminal build, our team worked around the clock with key stakeholders PAPL and APN to ensure that statutory and wayfinding signage was delivered on brand, and on time, ready for passengers with flights to catch on 22<sup>nd</sup> November 2015.

Working around other trades, sometimes well into the midnight hours, our teams of up to 10 staff updated, amended, repositioned and added new signage to the terminal which has been lorded as setting a new benchmark in global aviation design.

An impressive landmark project for our client, APN Outdoor, involved the design, manufacture and supply of a new LED Digital in the main entrance of the terminal. Located 9 metres above floor level and almost 7 metres wide, it is hard to miss as it displays eye catching advertising content.





## OUR WORKS PROGRAMME INVOLVED THE FOLLOWING SIGNAGE TASKS ACROSS ALL RESTRICTED AREAS OF THE TERMINAL:

- LED digital advertising video wall;
- Suspended signage throughout the terminal;
- Curved lightbox advertising media signage in the baggage reclaim areas;
- Portal signage in the secure zones;
- Double sided, floor mounted, illuminated directional signage;
- Aerobridge signage airside;
- Statutory signage to meet fire regulations;
- Travelator signage;
- Replacement vision safety strips in all areas of the terminal;
- Wayfinding map signage on information kiosks.

Key to our success on this project was our ability to mobilise a strong, multi-faceted team with the relevant security checks and inductions for Perth Airport.

This allowed us to support the range of tasks and out of hours requirements required on this project from within our Yap! Digital team. Secondary to this was the ability of our organisation to respond to the dynamic nature of the terminal development, incorporating flexible planning whilst still delivering a quality product.

There is no doubting that the terminal (and its signage) is impressive.

Amid a lot of fanfare the Boeing 737-8FE at the Perth Terminal 1 preview event on 13 November 2015 the aircraft taxied in to a water canon salute from local fire crews and coloured lighting.





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

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