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## Los Angeles International Airport adds digital advertising network

Jul 12, 2007 8:00 AM



More than 60 million passengers traveling annually through Los Angeles International Airport will be exposed to an exclusive digital advertising network for top advertisers. JCDecaux, in collaboration with C-nario, is launching the Prestige DigitalNetwork. Diversified Media Group is operating the network.

C-nario's Advertiser 4 digital signage platform manages more than 50 different advertising content channels on Prestige Digital Network units strategically located across the 3400-acre airport. Each unit is comprised of two back-to-back 70in LCD screens running HD videos and images synchronized, managed and monitored through C-nario's software solutions.

The Prestige Digital Network will be launched at additional airports in the New York area by the end of the year.

For more information, visit [www.c-nario.com/F\\_ad.html](http://www.c-nario.com/F_ad.html).



JCDecaux and C-nario, partners for the LAX network, also deployed this digital signage "tunnel" at JFK Airport in New York.

### Find this article at:

<http://www.broadcastengineering.com/news/los-angeles-international-digital-network-0712/index.html>



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