

Case Study

JFK Airport's Digital Moving Walkway

Overview

JFK International Airport is among the busiest US airports, with over 50 million passengers a year. JCDecaux leveraged the high-traffic venue to increase revenue and create a unique experience. C-nario provided breakthrough digital-signage solutions to generate a high-impact campaign, transforming the American Airlines terminal into a riveting digital environment.



Objectives

JCDecaux, one of world's leading outdoor advertising companies, was looking for a way to attract high-end customers for a major branding campaign at the new American Airlines terminal in JFK Airport. Their goal was to develop a digital experience that would "wow" customers and commuters, while launching high-impact branding campaigns.

Description

Powered by C-nario's signage platform, JCDecaux deployed a network of forty 70-inch screens, clustered into groups of five, over a mile-long stretch. Synchronized HD content and rich sounds engage travelers walking across the beltway. The installation is a powerful branding tool for Microsoft, exposing passengers to stimulating advertising content.



Problems/Challenges

Finding a way to put in place something that was truly extraordinary was the biggest challenge. The major obstacle was running HD synchronized video with audio on such a huge scale across so many screens in an affordable way, without using expensive proprietary systems.

Solution

C-nario succeeded in meeting these challenges with its affordable, off-the-shelf software. C-nario's technological innovation allows three channels of HD video to be managed on a single PC, thereby significantly reducing the number of PCs and expenses needed to run such a unique installation.



Results

Driven by C-nario's technology, JCDecaux was able to create a one-of-a-kind installation where high-end customers, like Microsoft, can launch new products while generating an affinity to corporate branding. JCDecaux and Microsoft followed the impact of this unique campaign closely, and observed an appreciation of the dynamic branding content by commuters.

For more information about our products, please contact us at: info@c-nario.com