

*28-flatscreen horizontal TCD/Wall with custom synchronized content*

*Content automatically switches between flying and travel imagery and real-time flight information*

*Display adds ambience to airport environment and influences visitors to dine at the UpperDeck restaurant*



## MULTI-SCREEN DIGITAL SIGNAGE: THE POWER TO ENTERTAIN & INFORM AIR TRAVELERS

**YCD MULTIMEDIA BRINGS SEAMLESS MULTI-SCREEN WORLD TRAVEL ENTERTAINMENT AND UP-TO-THE-MINUTE FLIGHT INFORMATION TO AIRPORT DINERS.**

Zurich Airport is Switzerland's largest and busiest air terminal.

Its location is important because of its proximity to one of Europe's most important financial centers. It is also considered to be one of the best airports in the world.

In keeping with its cutting edge image, Zurich Airport AG and Autogrill partnered to create a new flying- and travel- themed restaurant called UpperDeck at the airport.

Unlike ordinary airport eating establishments, there was a keen desire to make UpperDeck unique in design and in the experience it provides.

Because the location for the new restaurant is on the mezzanine level of the airport and has an open design, it is highly visible from many directions inside the terminal, including the floors below.

To capitalize on this high-visibility, the partners wanted to create a multi-screen display that would provide travelers with an innovative, well-balanced mix of fascinating destination views and flight operation.

YCD Multimedia's video wall can be seen from all around the airport, which not only makes it something to be enjoyed by diners, but by all airport visitors, which in turn draws attention to the UpperDeck restaurant on the mezzanine level.



Our goal was to not only to provide a visually appealing design feature for our passengers, but also to attract visitors to our new restaurant. It was also critical to be able to provide flight information to diners so they could relax knowing that they would be informed of any changes without having to check external signage. Critical to installation's success was the seamless synchronization of the on-screen content...

-Zurich Airport Management

Using Cnario, their digital signage software suite, YCD was able to provide the airport partners with the solution they needed. YCD worked with Autogrill and the Airport to create atmospheric content that gave diners the feeling they were peering down from the clouds to view stunning imagery of global destinations. Content is seamlessly synchronized across 28 screens to create a breathtaking effect. Moreover, as changes in flights occur, viewers are made aware of the changes in real-time without disrupting the aesthetics of the content.



The consensus of most who have seen the display at Zurich International Airport is that it achieves its dual purpose of transitioning between atmospheric content and flight information in a way that is surprising, entertaining and at the same time smooth and seamless. Members of the Zurich airport management team discussed the end result saying, "Our goal was to not only to provide a visually appealing design feature for our passengers, but also to attract visitors to our new restaurant. It was also critical to be able to provide flight information to diners so they could relax knowing that they would be informed of any changes without having to check external signage. Critical to installation's success was the seamless synchronization of the on-screen content."

