SITA

Top 5 Tips: Airport information display systems

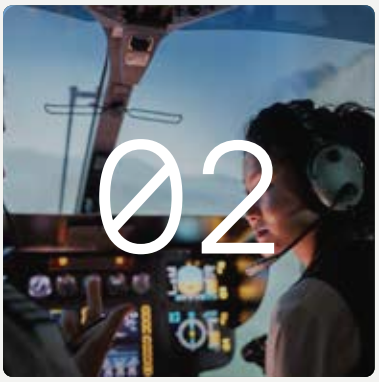
We all know the importance of **airport information display systems** in providing accurate, up-to-date and easy-to-read flight information to travelers departing and people meeting passengers on arrival. Information display systems can also be essential in transmitting other messages, as well as a driver of non-aeronautical revenue through dynamic advertising. Next generation airport information display systems automate business processes, streamline operations, and support the seamless flow of passengers through the airport.

So what features should you look for, when choosing a new airport information display system, or when you're upgrading?

Cloud-based

Continuous improvement, continuous delivery.

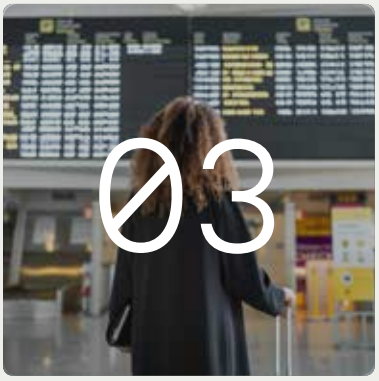
If you install a cloud-based airport information display system, you need less infrastructure and you'll spend less time managing it. You also significantly lower your carbon footprint. Installation times are far quicker, running costs are much lower, and next generation systems combine graphical, video and textual information, all customizable to your specific needs. Since you can be sure you're running the latest version of the software, from the cloud, you know you'll always have the best features and support.



Ease of integration and consolidated messaging

Look for open data formats and push architecture.

Any airport information display system needs to communicate with other systems, so ease of integration will be a major factor when deciding what to choose. This is always true, but especially so at bigger airports, where full integration will likely be required with the airport operational database as well as with systems such as OAG FlightView. So you should look for a system that uses open data formats and can easily integrate with third party systems. Other features to consider include consolidated messaging, push vs. pull architecture, integrated media management, and dynamic bank reallocation, in the event of hardware failure.



Hardware independence

Avoid vendor lock-in; re-use or recycle when you can.

Your airport information display system should be able to run on any suitable screen, without needing dedicated proprietary hardware. When you move to a new solution, you should be able reuse or re-purpose existing hardware, relying on standard browsers and web technologies to take advantage of existing servers or processing power. Old desktop machines can be re-used as secure device controllers, for example.

Flexible and customizable

Invest in a solution that meets your dynamic business and operational needs.

Every airport has its own requirements, and these change all the time. So you need an airport information display system that's customizable, and flexible enough to meet your needs as they evolve – whether that's over the course of the day, or over many years. You need to make sure that all intended passengers are reached with accurate and timely visual and audible information and messaging. You should also look at opportunities for targeted advertising, potentially increasing revenue.

Simple data exchange and multilingual support

Benefiting from common standards.

You should look for an information display system that easily integrates XML data files and other key data feeds. Data input should be managed through a programmed hierarchy, based around a common standard such as AIDX – the Aviation Information Data Exchange global standard for exchanging flight data between airlines, airports, and any third party. All next generation airport information display systems now offer multilingual support, but make that it's sufficiently flexible for your airport. You may need support for other scripts, for example, or for languages which run right-to-left as well as left-to-right.

Talk to SITA about airport information display systems: sita.aero