



**Create a better passenger experience  
at your airport with digital signage**

Delivering a better passenger experience has never been easier. The PADS4 Digital Signage Platform delivers FIDS, wayfinding, promotional content, and personalized infotainment across every display on your network, around the airport and around the globe.



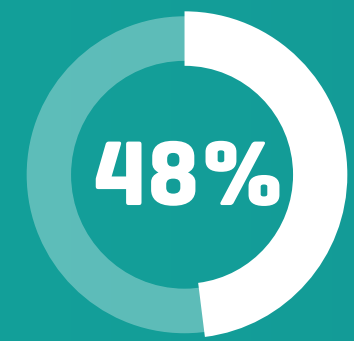
## Passengers Want to Control the Travel Experience

4.54 billion passengers took to the skies in 2019, representing a 137% increase in air traffic of just 15 years earlier. These flights constitute traffic from tourism, business, and many other sectors, but according to a survey done by the Centre of Aviation, the majority of all passengers have one thing in common: 70% of those interviewed want more control over their travel experience, and that control is facilitated by technology.



68%

want to self-tag baggage



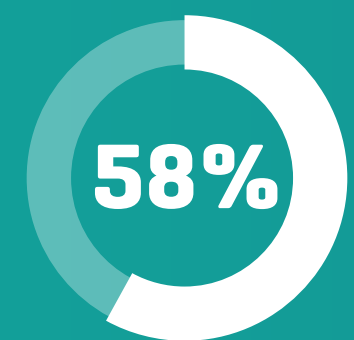
48%

want to self-drop baggage



72%

want to self-boarding



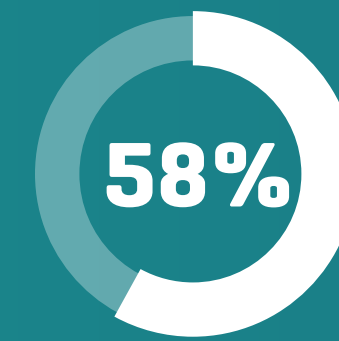
58%

use automated security gates



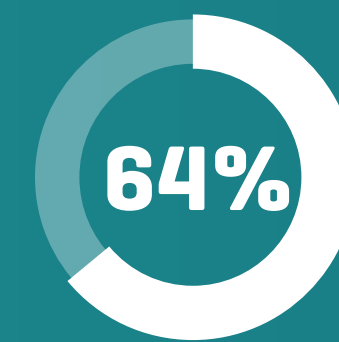
90%

automated gate satisfaction



58%

want real-time information



64%

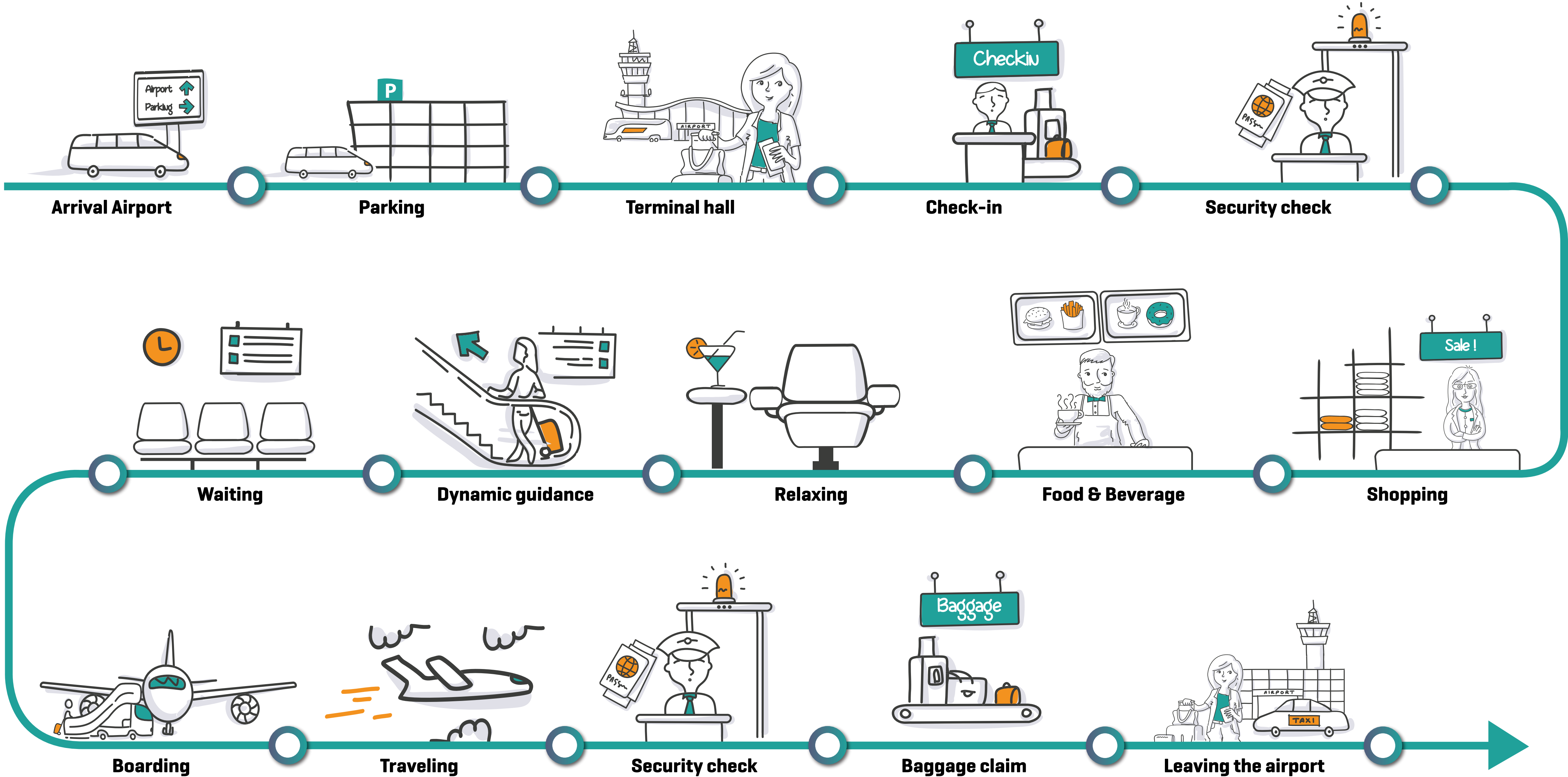
would prefer biometric security

<sup>1</sup>. Source: [www.statista.com/statistics/564717/airline-industry-passenger-traffic-globally/](http://www.statista.com/statistics/564717/airline-industry-passenger-traffic-globally/)

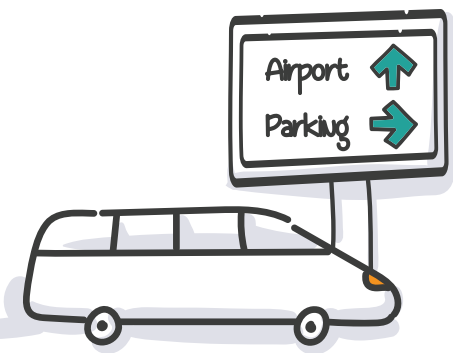
<sup>2</sup>. Source: 2017 Global Passenger Survey Highlights [IATA/Ipsos MORI]

Display technology helps modern airports deliver a better customer experience with touchscreens, real-time data, and dynamic updates. With smart rules, display technology delivers self-service, reduces wait times, and reduces demand on customer service. New platforms like IATA One ID operate with displays to deliver document and touch-free experiences, where passengers move through airports seamlessly based on passenger recognition technology and updates. Most importantly, displays offer visual information to guide passengers through every step of their journey, from curb to gate.

**PADS4 delivers smart digital communication to displays across your airport, so you can guide, inform, secure, and sell to passengers at every step of their journey.**



## Departure landside →



### Airport arrival

Whether travelers arrive at your airport by car, bus, public transportation or taxi, with PADS4 you can provide terminal directions and parking lot locations.

### Parking

Limit the time that people have to drive around to find a free parking space with eye level directions. Discourage potential car theft by displaying security alerts. Generate extra revenue by renting out advertisement slots to businesses located in the airport.

### Terminal hall

Show actual flight information when entering the terminal and direct passengers to their check-in destination. Make sure they start their journey without any confusion.

### Check-in

Show the airline logos above the check-in counters to help passengers quickly find their airline. Display flight updates and general information in the check-in area to keep your travelers informed.

### Security check

Show illustrations and animations near the security line to remind people to empty their pockets and provide other instructions. Prevent communication barriers with visual content and speed up the screening process. Display real-time queue info for an optimized passenger flow.

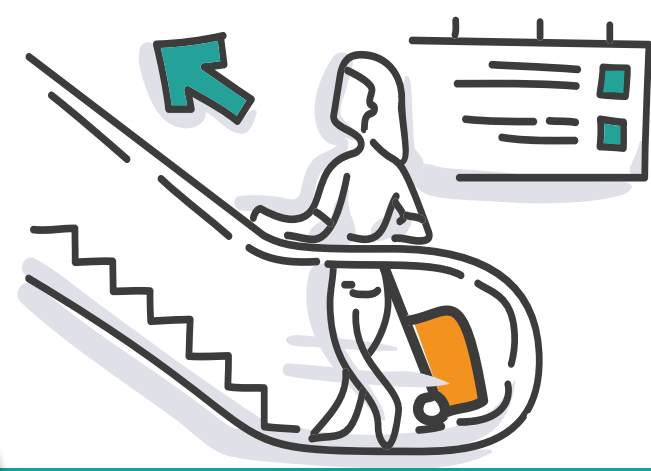


## ← Departure airside



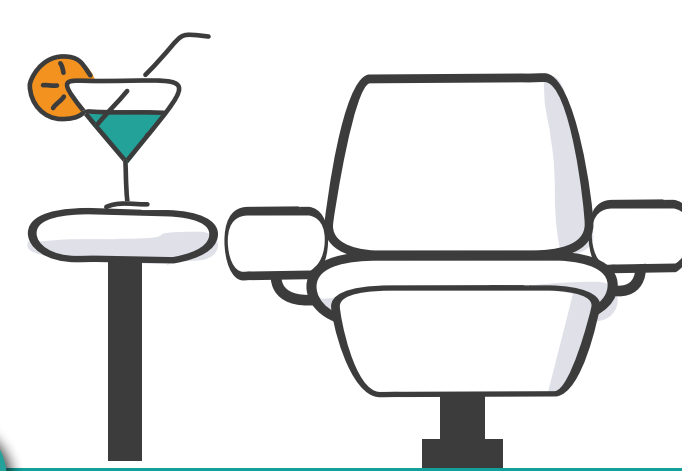
### Waiting

Keep passengers entertained during long wait times with appealing infotainment. Deliver information and entertainment to screens at crucial waiting points, like gates and queuing areas. Infotainment reduces perceived wait times and increases customer satisfaction.



### Dynamic guidance

Create wayfinding to optimize passenger flow through your airport. With real-time updates you can define optimal routes, use arrows to guide travelers to their destination or to the nearest exit in case of an emergency, and redirect traffic around congestion or broken escalators.



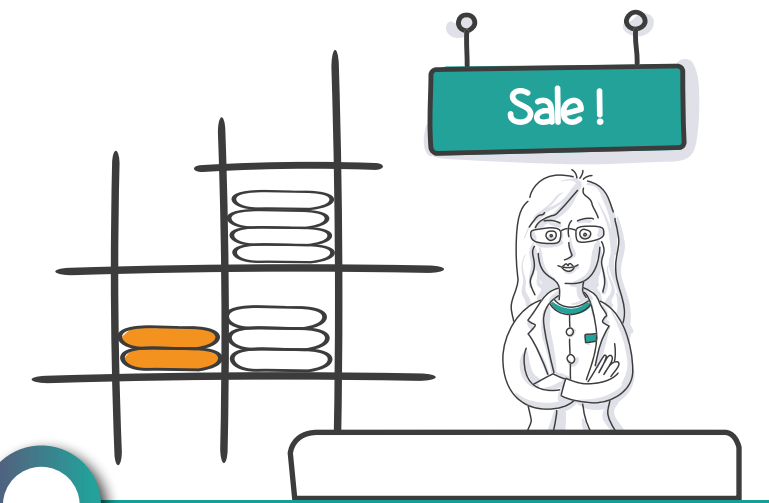
### Relaxing

Show real-time flight information while passengers are relaxing in the airline lounges so they do not miss their flight. In addition, you can display infotainment and offer advertisement slots on in-lounge screens, making lounge-time profitable for your airport.



### Food & Beverage

Drive sales with smart, responsive digital menu boards in your F&B areas to promote products based on time of day, inventory, or wait and prep time. Integrate complementary flight and gate information to reduce missed transfers and help passengers make their flight.

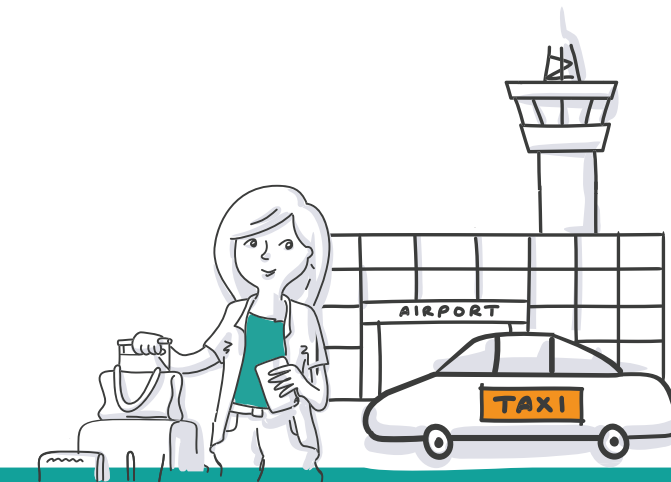


### Shopping

Create smart digital ads at screens across your airport to drive traffic to the duty free shops or generate revenue with third-party ads. PADS4 offers a comprehensive digital advertising solution to help you create smart, and targeted ads to optimize ad display across arrival and departure halls.

## Departure airside →

## Arrival Airside/Landside →



### Boarding

When passengers finally reach their gate, real-time and up-to-date information will help them to be on time. Combine other messaging with the flight information in the waiting areas such as public announcements or special offers for the coffee bar in case of a delay.

### Traveling

Here ends the journey of the passengers at your airport. Wish them a safe and pleasant flight.

### Security Check

Show illustrations and animations near the security line to remind people to empty their pockets and provide other instructions. Prevent communication barriers with visual content and speed up the screening process. Display real-time queue info for an optimized passenger flow.

### Baggage claim

Make sure passengers will move to the baggage claim area as smooth as possible. Display clear overviews of flight numbers, airlines and flight origin to guide them to the correct baggage belt. Again, you can show advertisement while the passengers are waiting.

### Leaving the airport

After going through customs your passengers are ready to leave the airport. Get them on their way by showing up-to-date timetables for train, bus, subway, and shuttle connections or guiding them to the taxi stand or car rental area and wish them safe travels.



## Seamless Curb to Gate Experiences

PADS4 links data sources like Airport Operations Databases (AODB), sensors, security information, booking tools, and more, with rule-based algorithms to deliver truly smart information across all your displays. Airports can link passenger recognition tools to automatically recognize and target information, to seamlessly move passengers through security and gates, and to speed up every step from curb to gate.

### Always relevant information

PADS4 integrates with data sources and AODB such as CGI – Go, Siemens, Ultra, ADECS, Airport 2020, SITA, and many others to deliver real-time updates and infotainment to passenger across your airport. Smart rules for weather information, advertising, and much more reduces the costs of sharing updates, as well as reducing human error and the design costs digital signage can have. Smart tools deliver location-specific updates to individual displays at queues, waiting areas, and stores based on location, flight number, store, or any other variable.

### Improve customer satisfaction

Real-time information is displayed based on data from various databases and external sources. Updates are automatically pushed when gates change, delays happen, or when escalators are blocked. Besides reducing missed

transfers and cutting costs, PADS4 helps improve brand loyalty. It becomes possible to give passengers a personalized experience. PADS4 connects to several cameras and sensors, they recognize individuals and create links to their flights to deliver relevant and timely information.

*“The PADS4 digital signage platform drives better customer experience and gives you more value from every display”*

The PADS4 digital signage platform drives better customer experience and gives you value from every display. Targeted information not only improves the customer satisfaction. In addition, digital displays can be used by third-party

advertisers, all while driving local sales to duty-free shops and eateries at the airport. Our software delivers promotions and ads at the right time, targeted at relevant passengers to displays across your airport, with local shop updates.

### Create a safer airport

Another important feature of PADS4 is the ability to broadcast emergency updates, evacuation instruction, and safety information across your airport instantly when needed. With our emergency solutions, you leverage every display in the impacted areas to share real-time, visual guidance, keeping passengers safe and informed.





## Why should you use the PADS4 Digital Signage Platform at your airport?

PADS4 gives you a complete digital signage platform. It hands you all the tools you need to display dynamic and smooth presentations, design interactive and creative content, manage performance effectively, and much more.

- ✓ Connect AODB like CGI - Go, Siemens, Ultra, ADECS, Airport 2020, SITA, & more
- ✓ Easily send real-time updates to keep passengers up to date through their journey
- ✓ Deliver relevant information with personalized data and optimize passenger experience
- ✓ Drive revenue in restaurants, duty-free shops, and high traffic areas with targeted advertisements

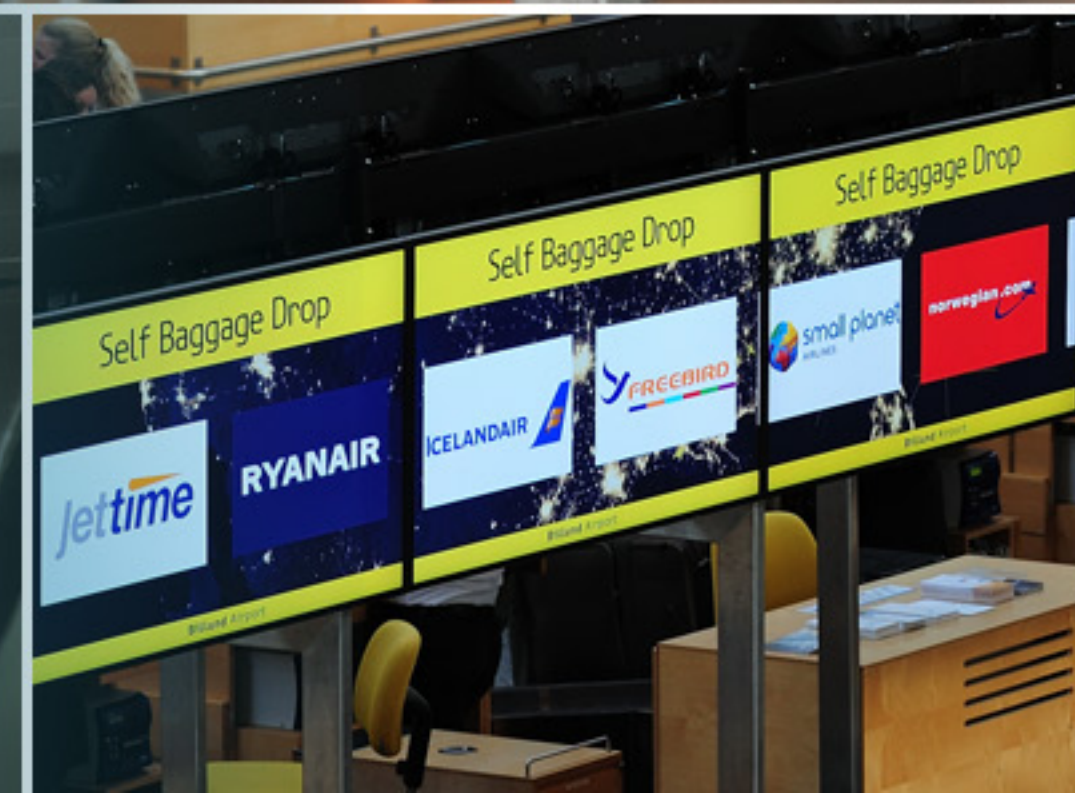


## Case Study: Billund Airport

When Denmark's second largest airport chose to modernize airport communication, it chose PADS4 for a complete, future-proof digital signage solution. PADS4 powers displays across the airport with flight information display, advertisement, and wayfinding information, with complete central management and network management and real-time data import.

- Airport: Billund Airport, Denmark
- Installation By: Billund Airport and NDS
- Hardware: OPS Players/ Windows PCS, NEC displays
- Screens: 175 NEC displays including multiple video walls
- Software: PADS4 Platform
- Passengers: 3.5 million per year

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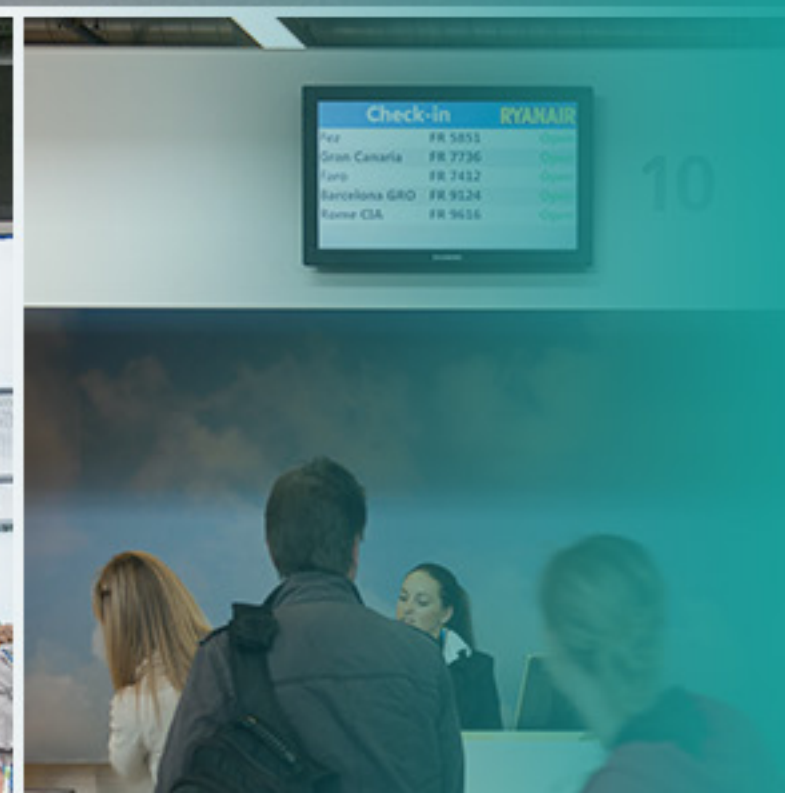
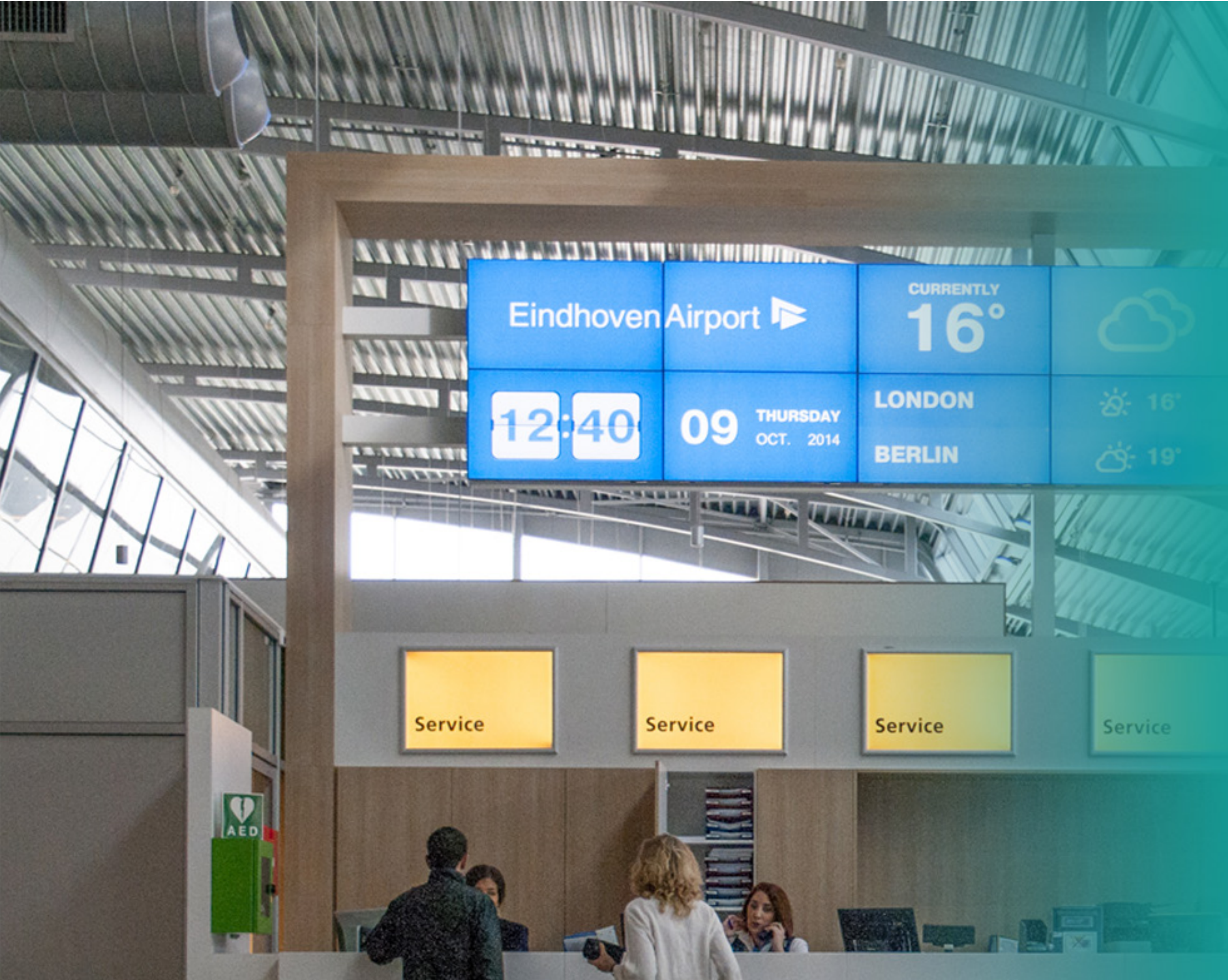


## Case Study: Eindhoven Airport

Eindhoven's Airport, the Netherlands' largest regional airport, has used PADS4 for over a decade. When the airport added on a new terminal, it turned to PADS4 as a complete digital signage and FIDS solution, capable of handling the dynamic needs of their mission critical environment, as well as passenger wayfinding, advertisement, and infotainment.

- Airport: Eindhoven Airport, the Netherlands
- Installation By: NDS
- Hardware: Samsung Smart Signage Platform (SSSP)
- Screens: 99 displays, including a 12-screen video wall
- Software: PADS4 Platform
- Passengers: 6.7 million per year

[➔ READ MORE](#)





## CONTACT DETAILS

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### About NDS

NDS launched its first FIDS solution in 1994. Today, the software guides passengers with real-time flight information and wayfinding in 80+ airports. PADS4 FIDS integrates with AODB sources like CGI – Go, AviaVox, Siemens, and more. The powerful all-in-one digital signage platform transforms data sources into smart and versatile signage based on situation-driven rules. PADS4 FIDS helps airports create dynamic digital displays, guiding passengers from curb to gate.

**NDS**