

# Create a safer airport environment with PADS4 Social Safety Signage

Airports face many challenges when trying to keep their passengers, visitors, and employees safe. With Social Safety Signage, airports have the tools needed to create a safer environment, helping them get back in business.

## What are you doing to ensure your passengers safety?

The airport industry is one of many industries greatly impacted by the COVID-19 pandemic. With countries setting travel restrictions, social distancing regulations, face mask usage obligations, and more, less people travel and the people who dare face many rules and regulations.

Airports expect a decline in passengers of 4.6 billion in 2020, equal to a revenue loss of \$97 billion. As for the future, it's not much more promising. Experts in the industry expect the level of flights won't be back to pre-COVID-19 levels until at least 2024.

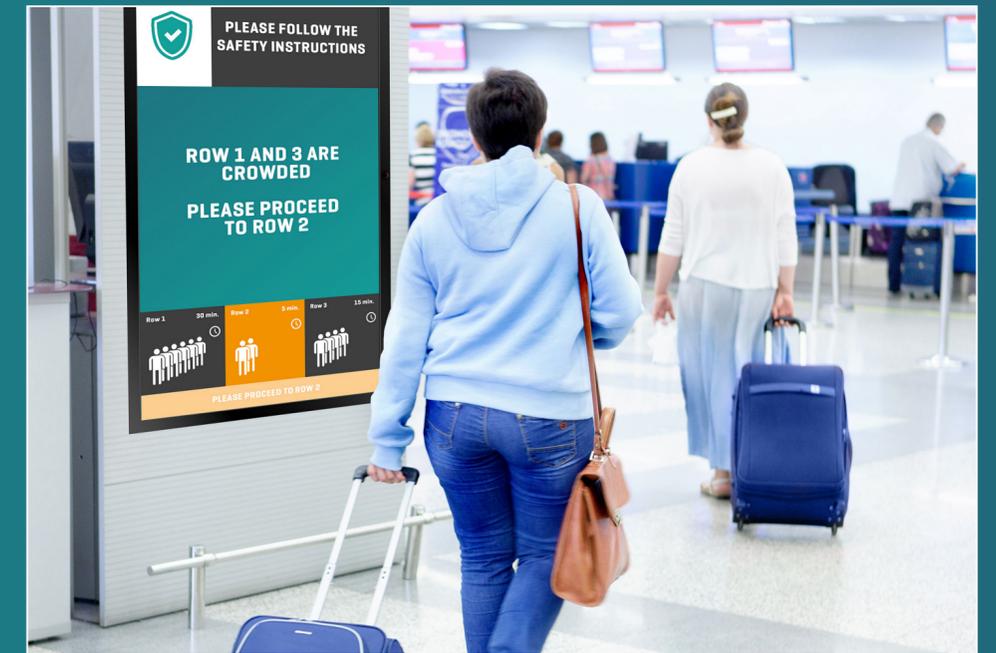
Passengers need to take a lot into account while traveling nowadays. Travel formalities need to be performed beforehand as much as possible, meaning check-in is done online, e-VISA are already completed, and necessary contact and health information is all filled in. They need to keep an eye on travel restrictions and rules and regulations, since those can change overnight. When they eventually make it to the airport, passengers need to follow the airport's guidelines, wear a face mask, keep distance, and

meet sanitization standards by constantly washing and sanitizing hands. All of this shows travelling needs a lot more preparing.

With all this information in mind, airports need to find a way to make traveling during these challenging times more attractive. What can you do as an airport to make people want to travel again?

*“Social Safety Signage powered by PADS4 helps you create an airport that's safer for passengers to return to”*

Social Safety Signage powered by PADS4 helps you create an airport that's safer for passengers to return to. PADS4 transforms data into smart and versatile display communication and offers solutions to create a safer and healthier environment.



The PADS4 digital signage platform allows airports to make social distancing, crowd and occupancy management and other measures visual and understandable for everyone. With real-time updates, displays show always up-to-date content, keeping everyone informed.

Airports get back in business while keeping their passengers, employees, and everyone on their premises safe with Social Safety Signage.

## Inform passengers on rules and regulations

Rules set by governments and organizations can change by the minute. It makes it even more important to always give your passengers relevant information about their surroundings. Digital signage offers you an easy solution. Content on displays can be updated real-time to always show the current rules and regulations.

## Detect safety breaches when they happen

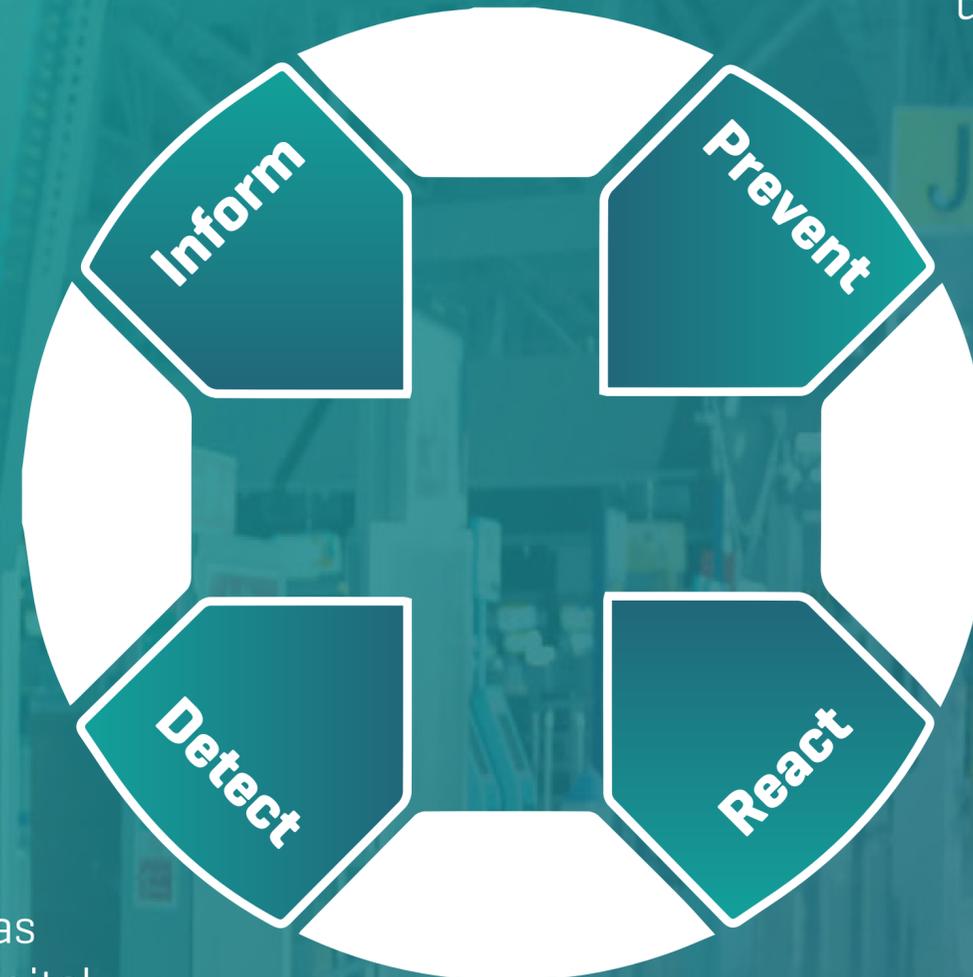
Even with all measures in place, precarious situations can still occur. Therefore, airports must detect any breaches in the safety measures as soon as they happen. Combined with cameras and sensors, digital signage works with rules to detect these breaches and make them visible. Define rules such as distance between people, maximum amount of people for an area, or set rules such as face mask usage required. Cameras can check those requirements at your airport, creating an overview of incidents.

## Prevent unsafe situations from happening

Like many places, an airport is a place with a lot of crowded areas. People wait in line at the check-in desks, crowds form at the customs areas, and many go to restaurants and duty-free shops before boarding their plane. Here digital signage gives you as an airport the opportunity to dynamically guide passengers away from crowded areas. Displays show wait times to different lines to give a quick overview, or screens can stop people from entering duty-free shops once the maximum capacity has been reached.

## React to any abnormalities instantly

Cameras provide insights when incidents happen. Following those incidents, digital signage allows you to react to those incidents. When rules are not adhered to, digital displays show warnings to shift people's attention to the safety rules. In case reminders and warnings are not sufficient enough, messages can be sent to the control room, so the staff can take action.



## The airport journey through the eyes of an airport official

What can we do as an airport to guide people through the different stages at the airport? They need to be guided efficiently and safely, crowding needs to be prevented, and social distancing needs to be adhered. Those are only a few of the challenges, face masks and temperature checks would make it even more difficult. Social Safety Signage offers the solution needed to create a safer environment that is in line with official rules and regulations, keeps up with real-time changes, and shows relevant and understandable information and kind reminders on digital displays across your airport.



Before the COVID-19 pandemic, displays at the entrance of the parking garage only showed instructions to available parking places. To inform passengers, employees, and visitors before they even enter the airport, that content is now expanded with safety instructions that apply at that moment.



Once in the terminal building, screens that normally only showed arrival and departure data, now alternate between that information, rules and regulations that need to be adhered to, and the most efficient way to get from one point to another at the airport.



Integrations with cameras and sensors even allow for wayfinding and content to be updated automatically. Wayfinding changes dynamically when cameras notice a crowd somewhere at the airport, and when people are not wearing a face mask when they should, content sends reminders and warning messages.



When passengers make their way to the customs area, long waiting lines can be avoided by cameras that detect the amount of people already waiting. With real-time updates, screens then guide passengers to the shortest line. All passengers get through customs as quickly as possible, reducing human contact and increasing everyone's safety.



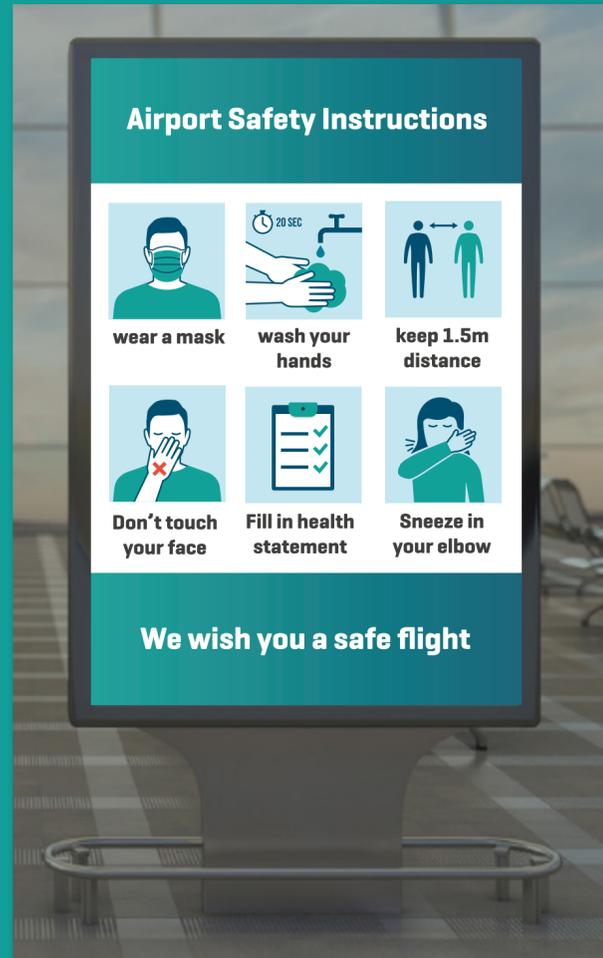
All safety rules and regulations don't end once passengers are through customs. At the duty-free shops and restaurants, sensors keep count of the number of people inside a shop or restaurant. Once the maximum number has been reached, stop signs are displayed to prevent people from entering.



Those are not the only measures airports can take behind customs. Here as well passengers can be reminded to wear a face mask, to wash their hands regularly, and to maintain a safe distance from others. Dynamic wayfinding again prevents crowds from happening, guiding people on a different route when necessary.

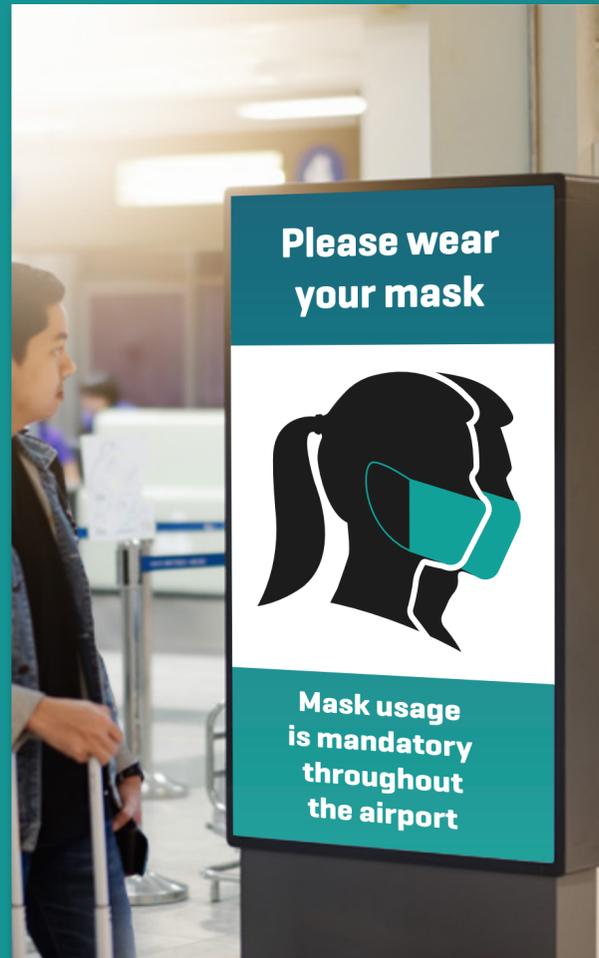
With the PADS4 digital signage platform, you create a safer airport every step of the way. From entering the parking garage, to finding their way across the airport, and to boarding the airplane, you guide passengers to where they need to be, and keep them informed and up-to-date on the latest guidelines. Smart and versatile display communication helps you get back in business safely while keeping rules and regulations in mind. It makes it possible to easily send understandable messages to everyone at your airport.

# Your options to create a safer airport environment:



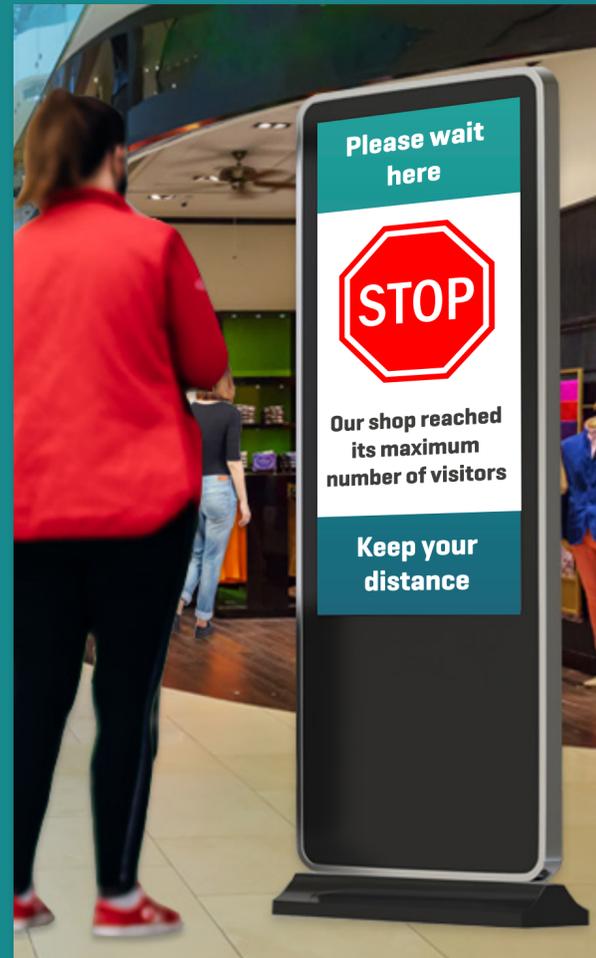
## Digital Signage

Use digital screens to inform, engage and uplift the people at your airport with dynamic display communication.



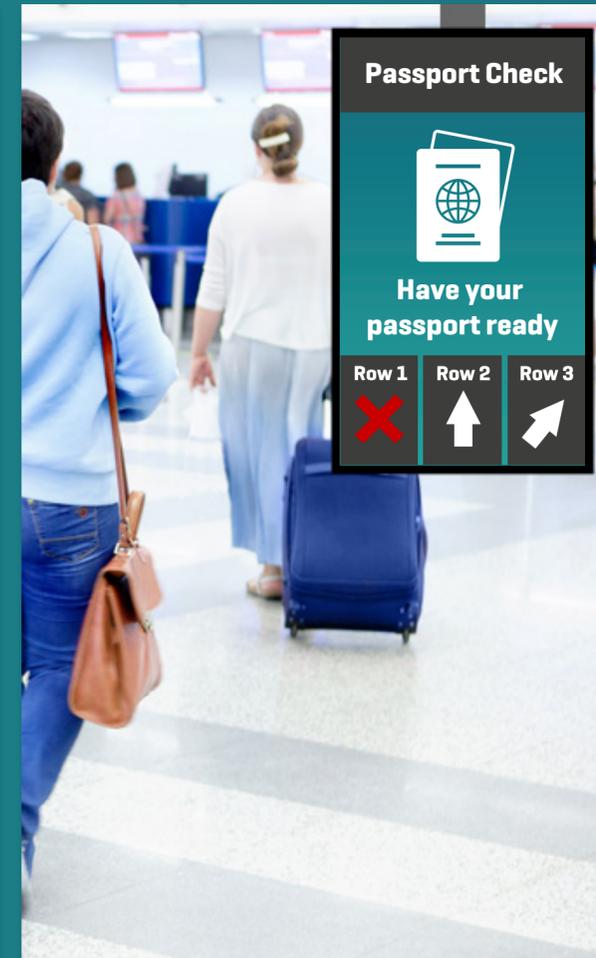
## Face mask detection

Detect non face mask usage with intelligent video input and display immediate reminders to wear a mask.



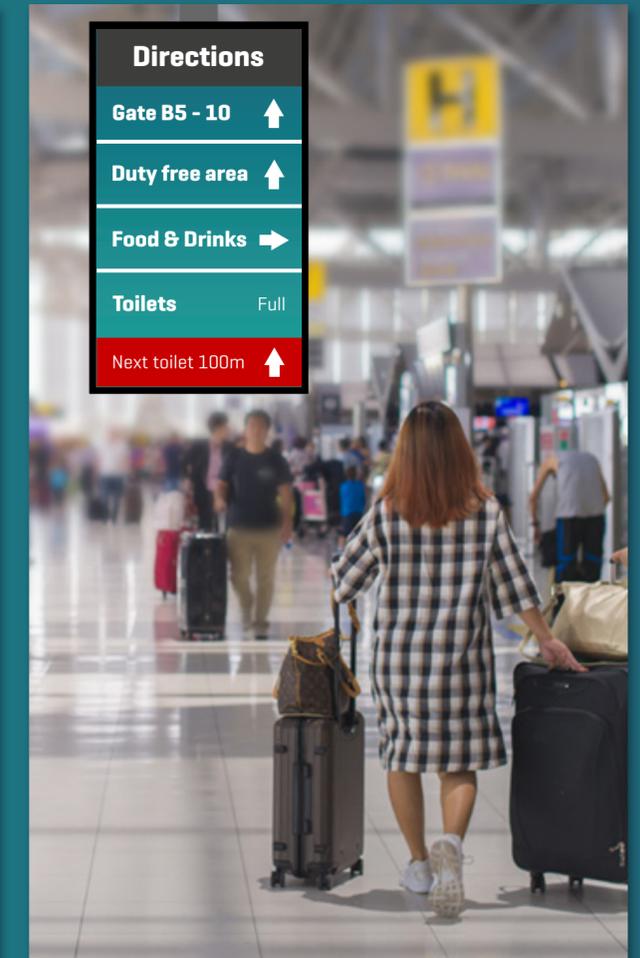
## People counting

Apply people counting in a certain area and display a warning when the maximum capacity has been reached.



## Crowd management

Make sure certain areas don't get overcrowded and use dynamic guidance to manage traffic flows.



## Dynamic guidance

Measure occupancy in for instance the restrooms and redirect people to the nearest free restroom when needed.

People will always travel, it's up to us to keep them safer. We're here to help. It's easier than ever to keep people informed, with Social Safety Signage powered by the PADS4 Platform to share real-time updates from many data sources such as intelligent video input across your digital displays.

## CONTACT DETAILS

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### **PADS4 FIDS – the complete digital signage solution for your airport**

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.

