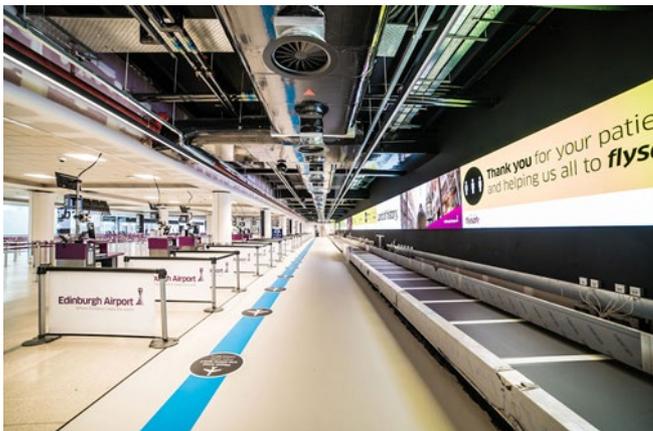




***Jeff Hastings, CEO of BrightSign added, “We are delighted that our players are delivering vivid and crisp digital content to passengers at Edinburgh Airport. Flying can be a stressful experience when in a hurry or facing uncertain information, so we are pleased to be helping passengers relax and enjoy their journey. Once again, the reliability of our players has proven to be a standout feature, enabling our customers to count on them 24/7 in the most public locations.”***



## **BrightSign players take off at Edinburgh Airport**

*Self Check-In enhanced by spectacular video wall powered by BrightSign*

BrightSign players are powering the impressive video wall that adds a real wow-factor to Edinburgh Airport’s new self check-in facilities. The audio-visual installation was carried out by nuVIDEO working with Midwich and PSCo.

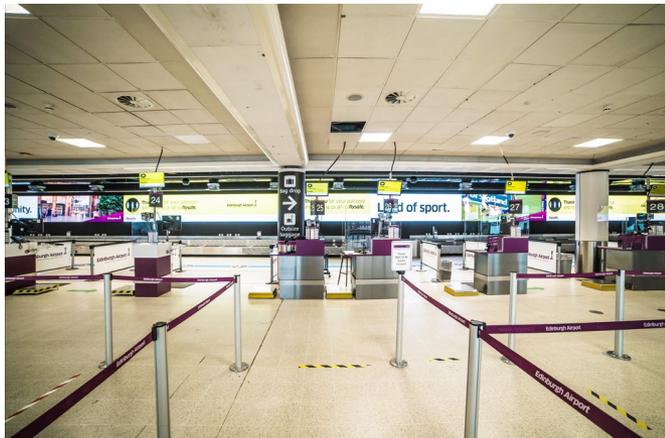
The new installation is part of a multi-million pound redevelopment of the airport’s self check-in facilities, designed to streamline the pre-flight experience for all passengers. The goal was to create an 85m wide digital canvas that would allow the airport to display flight information, give wayfinding instructions and generate advertising revenue. The canvas of 2,240 separate LED modules had to be easy to manage, with the flexibility to change the size of content from a small 1.5m wide window, all the way up to an end to end full wall display.

Completed in March in just over five weeks, the finished installation fully achieved its goal, enabling the screen not only to be used for passenger information, but also to showcase destinations and retail products with striking visuals. An 85m seamless LED canvas, stretching the entire check-in hall, now stands proudly above a self-drop bag facility. BrightSign’s XT244 players deliver the airport’s media and advertising content to the display, providing sharp Full HD and 4K content in a low maintenance solution. Furthermore, the players have been used to display essential ‘FlySafe’ campaign information for passengers passing through the airport during the pandemic. The installation has potential for future expansion.



Adam Wilson, Operations Director of Edinburgh Airports Limited, said “The installation creates a striking visual for all passengers entering the check-in hall and provides us with a screen to present a range of information. In practical terms, we can clearly display where certain flights and airlines are checking in and show key passenger communications such as security information. The flexibility of the wall means we can also use it for video to advertise flight destinations, showcase Scottish scenery or promote our retail offering.”

Michael MacNeil, Sales Manager for nuVIDEO, said, “We’ve used other digital signage solutions in the past but BrightSign players have always stood out for their exceptional stability. As this project is in a high visibility area, with around a million passengers passing through each month, we knew that we needed a reliable product. The BrightSign XT244 players have been a fantastic addition to the project and play an integral role in providing wayfinding and advertising content to the wall. In particular, the BrightAuthor software provides a robust content management platform which is both powerful and feature-rich.”



For more information about BrightSign’s complete portfolio of digital signage products, visit <http://www.brightsign.biz>.