



### HIGHLIGHTS

Location  
Huntsville, Alabama

Industry  
Transportation

Application  
Digital Signage



### UNIQUE SIGNAGE WALL DELIVERS IMPACTFUL MESSAGING

Huntsville International Airport is among the rapidly growing regional airports in the U.S., with annual passenger traffic volume now exceeding the 1.2 million mark. Committed to providing its travelers with world-class amenities, the airport has invested in the latest in digital signage technology to communicate a variety of timely and important information.

In a newly-renovated waiting area, a Clarity™ Matrix LCD Video Wall System, by Planar Systems, provides a sleek and virtually seamless messaging field. Continually updated flight arrival and departure information is presented along with a variety of high-definition content ranging from real-time television news feeds, to weather conditions in destination cities, to airport information and advertising by retailers serving the terminal.

The video wall consists of 21 Clarity Matrix displays, the latest in narrow-bezel LCD technology. They are 46" in size, are tiled together in nearly a seamless array – with only a 7.3mm image-to-to-image gap – and at 4.5" in depth, easily meet the tight space requirements for the installation. The Matrix wall utilizes the Planar Big PicturePlus software, which enables images to be displayed on certain screens or across the entire wall as needed. Further, Matrix features front service access, off-board rack-mounted electronics and power supplies, and Planar's EasyAxis® mounting system that enables perfect screen-to-screen alignment.

"Clarity Matrix by Planar was the perfect digital messaging system choice," said Rick Tucker, executive director of Huntsville international Airport. "The displays are big and bright and deliver the high-definition content that adds to the airport's image as a forward-looking facility and a provider of first-class services to our passengers and visitors. And there are so many other attributes of this system which, when all are taken into consideration, give us a solution that can hardly be matched in performance and total cost of ownership."