



Large screen display (approximately 370 inches) installed at the entrance to departure passport control



The digital art creation "What a Loving and Beautiful World" by Sisyu and team lab plays a range of visual displays for people standing in front of a large, curved organic EL Panorama Vision Screen.

Digital Signage - Sky Gate Vision -

Initiatives

Effectively providing information to customers is a major issue for airports around the world. Narita Airport has always focused its efforts on offering services.

For our customers, airports represent places where any activity must take place in a limited amount of time. Providing information efficiently and effectively is central to customer convenience.

At Narita Airport, we use digital signage as a medium for presenting information to customers in a system we call Sky Gate Vision. This consists of 100 display terminals, including enormous multipanel displays, comprising a total of 336 panels. We use this system extensively to provide information, promote sales, carry advertising and offer entertainment.

Features

Sky Gate Vision broadcasts information on networked displays. The system is able to quickly and easily tailor the contents displayed based on time, location and type of audience.

It is able to focus on targets in particular areas and broadcast information effectively but its biggest feature is the ability to broadcast the most up-to-date information in a timely manner.

At Narita Airport, we do not simply aim to improve its services by providing information, we also strive to add to the appeal of Narita with entertainment,

and increase revenue by selling advertising. We employ the following five points when drawing up plans to deploy the system and also for compiling content;

- (1) To provide information in the most effective locations in an easy-to-understand format
- (2) To provide plenty of information to stimulate shop sales
- (3) To include plenty of entertaining content to help pass the time
- (4) To add sparkle to the airport with spatial presentations
- (5) To increase revenue by selling advertising

We also use special techniques for selecting locations and in our installation methods so that the displays are visible to more people but without impeding the flow of traffic.



Sales promotion information to attract customers

Dazzling Content

Sky Gate Vision makes it easy to present the latest information on subjects such as security and services, tailored to the area of installation and has improved service levels.

We place particular emphasis on spatial presentations which add sparkle to the areas with dazzling contents and add to the attraction of our airport.

We have a large volume of content for the entertainment of our guests; much of this content is unique to Narita Airport. This includes visual presentations of the four seasons of Japan, its culture, travel scenes and visuals that are found only at airports.

Sensors are fitted to the tops of the displays to detect movement and we have content that changes as people move around, thus bringing a participatory style of entertainment to airport. The content also includes some of Japan's most advanced digital art. While greatly appreciated by airport visitors, it has been widely acclaimed and received a Digital Signage Award*.

Advertising Value

With such a large range of ingenious techniques employed to attract the attention of our customers, Sky Gate Vision is also an extremely valuable advertising medium. The extensive range of possibilities, including large screen advertisements on major customer flow lines, multifaceted advertising in different areas, and high value-added video advertising, Sky Gate Vision has the advantage of being able to adapt closely to corporate requirements. NAA aims to enhance this advertising further by more diversification in its displays and advertising prices.



Providing continuity has improved visual effects.



Touch panel terminals make shop searching easy and instantly show shop locations.

* The Awards select the best contents entries from around the country and were created to inject greater dynamics into the digital signage market. This is the fourth year since the award was created.

Organizers: Digital Signage Consortium
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