

Bringing on the Wall

Nexus On-Demand and Citranet joined forces to deliver a media driven video wall solution for Kuala Lumpur's Skypark Airport Terminal.



Media network operator Citranet called on the services of Nexus On-Demand to provide the software and technology to power media driven video wall solutions for Malaysia's newest premium fixed base operation.

Located in the Skypark Terminal of Sultan Abdul Aziz Shah Airport, Subang, Kuala Lumpur, the new facility is Malaysia's first full service fixed base operation, providing a comprehensive range of VIP aircraft services.

Citranet provides advertising media space for its high profile retail and commercial real estate clients, and working with Citranet, property and site owners are able to take advantage of the latest in digital media technologies from Nexus On-Demand to showcase an amazing visual experience through ad-funded media.

SkyPark Subang and Citranet are using video walls as digital signage to promote branding and media advertising. Nexus On-Demand is the prime technology enabler for creative digital architectural signage, providing video wall solutions installed at strategic areas in the terminal to maximise visual impact and media impressions.

The SkyPark Subang blueprint comprises two distinct components: aviation and lifestyle, providing world class products and services, said to be a trademark of the SkyPark Subang experience. A dynamic mix of aviation and lifestyle components brings the SkyPark Subang vision to life. Located at Subang Airport, the SkyPark Subang development encompasses the refurbishment of the airport's existing infrastructure as well as the construction of new aviation support facilities and diverse leisure amenities.

With the transformation of the existing Subang Airport, SkyPark Subang is making its mark as a premier regional hub for corporate and private aviation in South-East Asia.

The SkyPark solution

AdsTV, Citranet's media driven digital signage product, uses Nexus On-Demand's video wall technology and content management platform. Located in high profile lifestyle sites such as the SkyPark terminal, AdsTV attracts many of Malaysia's premier companies including Celcom, TM Net and many more. For SkyPark, AdsTV video walls are placed in high crowd traffic areas to display large scale rich media promotions and targeted advertising to mass audiences.

The first two signature AdsTV duplex video walls installed have been created using a total of 38, 40in Samsung 400UXN screens. The duplex configuration is a double-sided wall that displays cloned dynamic media bi-directionally to audiences for maximum impact.

The first signature video wall in duplex 5x2 configuration, features screens mounted in portrait orientation, delivering a stunning visual experience to audiences in the main waiting area by the front entrance of the airport. The second video wall is in 3x3 duplex configuration with its screens in landscape orientation. This wall is located in front of the food and beverage outlets. Other AdsTV video walls at the terminal include a 2x4 configuration of landscape orientated screens within the arrival and departure lounges.

Each of the SkyPark Subang video walls is controlled by a single player, delivering content to a single large canvas spanning across all the screens in each wall. The video wall screen resolution totals 5Mpixels which is almost three times greater than that of Full 1080p HD.

An on-site setup of the AppSpace platform, Nexus On-Demand's on-line toolset that allows users to create, manage, and publish digital media applications, manages and distributes content across the internal network infrastructure to all the video wall players, enabling easy centralised content updates.

As SkyPark Subang expands with more facilities and services, more video wall deployments are planned for installation. When these video walls are set up, each video wall player will be connected to the on-site AppSpace platform and are able to receive content immediately. Any future digital signage additions can be easily integrated into the existing infrastructure with minimal effort.

Travel direction

Transportation hubs, says Nexus On-Demand, can make the travel experience more satisfying and efficient by communicating important information to travellers every step of the way. Airports, train stations, bus terminals, ferries and cruise ships worldwide can utilise digital signage to display trip schedules, ticket reservations, weather, news and other real time information, keeping travellers informed and reducing perceived wait times, whilst also guiding travellers to their connecting gates and other destinations.

Transportation hubs can also partner with on-site duty free shops, restaurants and retail outlets to display branded advertising for products and services. Promotional campaigns for local and international tourism can benefit from massive exposure through digital signs strategically placed around main entrances, passenger waiting lounges, ticket reservation counters, baggage claim platforms and other high traffic areas.

One-stop integration

Nexus On-Demand provides a one-stop integrated approach to delivering digital signage products and services to the transportation industry. Included are cloud or on-site solutions that provide real time arrival and departure displays, travel information displays, interactive directories, wayfinders, information panels, video walls and more.

The Nexus On-Demand solutions also provide the ability to partner with integration services providers for installation, network and infrastructure planning and on-site service and support, also providing value added services such as strategic consulting and creative services.

Nexus On-Demand solutions feature arrival and departure time displays, trip schedules, reservation information and more, using large video wall screens. They integrate with flight information systems and display information in real time, guiding travellers, for example to their terminals and intended destinations with interactive directories and wayfinding. Digital menu boards can also be integrated for on-site restaurants, cafes and bars.

The video wall solutions display branded communication and advertising for on-site duty free retail shops and stores, as well as live Internet content including RSS, news, sports, weather and stock tickers.

The systems deliver extensive proof of play reporting and interactive metrics and are said to be ideal for a variety of applications in digital signage and other visual media. Cloud and on-site solutions can be integrated and customised to work with any internal network infrastructure and are built around strong partnerships with appointed system integration teams worldwide for global support and service. Nexus works directly with architects, property owners and managers, as well as IT and marketing organisations to deliver its complete end to end solutions.

Video wall solutions

Nexus On-Demand video walls, it says, break the visual barriers of a single screen, taking the technology further ahead by displaying content across multiple screens in any format and configuration using just a single player. The company's driving visual technology supports a total canvas resolution greater than Full HD, bringing digital signage and screen media networks into a new world of ultra definition resolutions.

Connected to the AppSpace platform, any digital media application created using the Layout Editor and other custom applications can be readily displayed on the Nexus On-Demand Video Wall in any screen configuration. Whether single or multiple video walls in a solution, Nexus On-Demand is able to provide all the essential tools for total centralised management.

Nexus On-Demand's video wall drives ultra-definition content seamlessly for any number of screens in any configuration or wall orientation. The company says its wall solutions add visual presence, enhancing the aesthetics of any property with large and seamless displays.

Using the technology, large digital billboards, speciality retail displays, large transit timetables, public information displays and more, can all be easily created. Content is displayed seamlessly across different screen configurations using a single player and the flexible content management platform enables any digital media application to be displayed and centrally managed. Media zones within a wall can also be scheduled with a wide variety of content in a layered format that boasts unlimited creative capabilities.

www.nexusondemand.com



SkyPark Subang's video wall solutions, installed by Citranet, deliver screen media networking driven by Nexus On-Demand.



TUE, JAN 28
8:30PM

ARRIVALS & DEPARTURES

TIME	AIRLINE	DESTINATION	FLIGHT	REMARK
2000	Thai	BANGKOK	TG9012	DELAYED
2005	ANA	LONDON	AA2054	CANCELLED
2015	Thai	CHIANG MAI	TG9024	LANDED
2025	ANA	MUNICH	KA5004	LANDED
2030	Malaysia	KUALA LUMPUR	MS6012	LANDED
2040	Thai	PHOMPENH	TG4587	LANDED
2045	ANA	NEW YORK	AA2014	LANDED
2050	Thai	PUCKET	TG9056	CONFIRMED
2055	Thai	HANOI	TG7024	OPEN
2105	Thai	CHANGRAI	TG8085	BOARDING
2115	ANA	MANCHESTER	AA2045	BOARDING
2130	ANA	SYDNEY	KA7005	OPEN
2130	Malaysia	SINGAPORE	MS6015	BOARDING
2145	Thai	HONG KONG	TG1225	BOARDING
2150	ANA	PERTH	AA8556	OPEN

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