

Hartsfield-Jackson Atlanta International Airport features the largest Samsung video wall



Overview

Business issue

In 2000, the City of Atlanta, Georgia, and Hartsfield-Jackson Atlanta International Airport (Hartsfield-Jackson) announced plans for a capital development program. The plan included a new international terminal that would enhance the airport's capacity and meet forecasted operational demands well into the 21st century.¹ The development plans for the terminal incorporated digital signage that would display information to guide arriving international passengers through the Passport Control Center.

Solution

The Maynard H. Jackson Jr. International Terminal, also known as Concourse F, opened in May 2012. Included in the terminal is the new Passport Control Center that will house the largest single unit video wall in the United States. The wall consists of three 3 x 12 segments of the Samsung UE46A model video display, for a total of 108 displays. Also, 24 Samsung EX Series video displays present information to guide arriving international passengers through control queues.

Results

Aided by the UE Series and EX Series video displays, passengers are efficiently processed through the Passport Control Center. The EX Series displays direct passengers through the passport queue lines. The UE Series video wall displays entertainment-related information for waiting passengers. The overall passport processing experience is greatly enhanced.

“The most important thing I can say about [the Maynard H. Jackson Jr. International] Terminal is that it represents a forward thinking investment in international travel in Atlanta.”²

- Ben DeCosta,
Former General Manager,
Hartsfield-Jackson Atlanta International Airport

About the client

Known as the “world’s busiest airport” since 2005, Hartsfield-Jackson Atlanta International Airport is located 10 miles from downtown Atlanta, Georgia. Hartsfield-Jackson serves over 240,000 passengers daily with an average of 2,700 daily flight arrivals and departures.

The Hartsfield-Jackson Atlanta International Airport video wall is the largest in the US.

Challenges

Hartsfield-Jackson has been the world's busiest airport since 2005. An annual average of 9 million international passengers pass through the airport, and that number is expected to increase to 13 million by 2015. The City of Atlanta and Hartsfield-Jackson determined that the airport needed a new international terminal to accommodate the expected growth.

Developing the new terminal presented two major challenges:

1. Passengers arriving on international flights must be directed to the Passport Control Center to have passports checked and verified before entering the United States. Hartsfield-Jackson needed an efficient way to direct arriving passengers to the correct queue lines in the Passport Control Center and then keep the passengers moving through the lines.
2. By law, City of Atlanta facilities, including Hartsfield-Jackson, are required to have Leadership in Energy and Environmental Design (LEED) Silver certification. To earn the LEED Silver certification, the airport had to include environmentally friendly equipment and materials in the supply and construction of the new terminal.

Note: LEED is run by the U.S. Green Building Council. Facilities can earn four levels of certifications: Basic, Silver, Gold and Platinum.



Figure 1. Samsung UE Series video wall at Hartsfield-Jackson

Solution

PMT, the company providing the digital signage solution for the new terminal, contacted Samsung Electronics America after seeing the Samsung video wall in McCarran International Airport located in Las Vegas, Nevada. To address the Passport Control Center needs, Samsung Electronics America proposed a solution using the UE Series and EX Series displays. The solution included:

- Three 3 x 12 video walls to display entertainment-related content
- Twenty-four EX Series panels to direct passengers as they move through the lines

The UE Series displays vibrant and rich images and its narrow bezels provide an unobstructed view of the content. With the UE Series video walls, Hartsfield-Jackson can display high-definition (HD) digital art work and information about the terminal and city to entertain and inform passengers as they navigate through the Passport Control Center.

Samsung Electronics America chose the EX Series display for the directional signage because the display is lightweight and easy to install. Additionally, the full HD images will capture and hold the attention of passengers.

The UE Series and the EX Series use LED as a backlight, are halogen and mercury free and use less power than conventional CCFL backlit displays. Implementing these environmentally friendly displays helped Hartsfield-Jackson earn the LEED Silver certification for the new terminal.

The ultra-narrow bezels provide a near-seamless wall.

Benefits

International passengers flying into Hartsfield-Jackson are greeted by the UE Series wall in the Passport Control Center. The UE Series wall displays information about the airport, the City of Atlanta and the city's attractions. Advertisers receive high-volume exposure for their goods and services.

Also, the EX Series displays direct passengers through the airport. The directions to connecting flights, baggage claim and rental cars ensure that everyone gets to their final destination.



Figure 2. Samsung EX Series video displays

UE Series and EX Series video displays

The UE Series has a depth of 29.9 mm (1.18 in.) and weighs only 12 kg (26.46 lb), making the display easy to move as needed. The UE Series can be positioned either in traditional landscape (horizontal) or portrait (vertical) orientation, adding versatility to an organization's display. The display area is the largest available for a display in the high-value, heavy-use class.

The EX Series has a depth of 39.88 mm (1.57 in.) and weighs only 21 kg (46.3 lb). The EX Series provides exceptional readability and reliability with the professional digital information display (DID) panel. The ultra-high brightness provides powerful visual presence. Plus, the full HD resolution ensures readability in any type of lighting condition.

Both the Samsung UE Series and EX Series displays are Energy Star® 5.0 compliant.

Legal and additional information

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Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2011 consolidated sales of US\$143.1 billion. Employing approximately 222,000 people in 205 offices across 71 countries, the company operates two separate organizations to coordinate its nine independent business units: Digital Media & Communications, comprising Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, and Digital Imaging; and Device Solutions, consisting of Memory, System LSI and LCD. Recognized for its industry-leading performance across a range of economic, environmental and social criteria, Samsung Electronics was named the world's most sustainable technology company in the 2011 Dow Jones Sustainability Index. For more information, please visit www.samsung.com.

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1. "About the Terminal," <http://www.atlanta-airport.com/internationalterminal/about/index.html>
2. Trevor Williams, "International Terminal 'Topped Out' at Hartsfield-Jackson," [GlobalAtlanta.com](http://www.globalatlanta.com), 14 April 2010. <http://www.globalatlanta.com/article/23880/908/>

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