

Airport Copenhagen - Advertising Screens and Info Systems

June 23, 2015- The airport of the Danish capital has driven the digitization of the airport in recent months: After a rollout of 500 DOOH screens for Airport Advertising and the associated installation of a measurement system that is real-time capable. THOMAS KLETSCHKE - [Source](#)



DOOH SCREENS AT THE AIRPORT IN COPENHAGEN (PHOTO: AUDIO VISUELT CENTRUM)

The Copenhagen Kastrup Airport (CPH) is the largest airport in Scandinavia and among other hub for the Star Alliance airline SAS.

Recently CPH was awarded the Skytrax Award to Zurich as the second best airport in the world in the category of 20 to 30 million passengers annually.

In order to ensure that Kastrup remains in the upper league, operators Københavns Lufthavne A / S and its partners have invested a lot in the past 15 to 18 months in the facilities.



THREE-PART INTERACTIVE INFO WALL IN CPH (PHOTO: COPENHAGEN LUFTHAVNE)

In terms of digital signage and digital out-of-home this meant the installation of a total of 8 m wide, interactive Info Walls. In this project, the City of Copenhagen Airport and the operators had worked together. The mid-May 2015 project is divided into three parts. Information is divided between eight displays. To the right- departure times by public transport on three mutually edgewise aligned displays. Right next to it is a self-service ticketing system for local transport.

Already in 2014, the Airport launched a major roll out of DOOH screens. This was related to the digitization of the Airport Advertising. As at January 1, 2015 new screens have been purchased and placed in order to lift the booking and billing systems to a state of the art level. The advertising media at **CPH Airport** runs under the brand name Airimage. Marketed Airimage of **Dansk Reklame film** (DRF) - a subsidiary of the media company Egmont.

In summer of 2014 DRF and Københavns Lufthavne had announced that Dansk publicity had been given the contract for the film digitalization of advertising media. A decisive factor was probably that DRF has experience with the construction and operation of DOOH networks. In a total of 43 Danish cinema, the group sold a total of 209 screens now.



DIGITAL SIGNAGE AND DOOH SCREENS ON KOPENHA AIRPORT (PHOTO: COPENHAGEN LUFTHAVNE)

The spell, or the magic brought initially around 500 total new screens (different sizes, horizontal and vertical alignments, various arrangements, including in video walls - about 2×2 , 3×3 , 4×4).

Design and installation commissioned by DRF. Integrator was **Audio Visuelt Centrum A / S** . In addition to the display of one or more unnamed manufacturer while also mounting solutions came **Chief Professional AV Solutions**.

Overall, the Copenhagen Airport now has 550 advertising screens. These include a Measurement System of **TruMedia**. In a first step, the resulting data will be presented to advertisers to show what audiences have seen the played Spots. The next phase will include real-time campaigns based on which customer is in front of the screen. Local partners in this project was **Fineman A/S** .