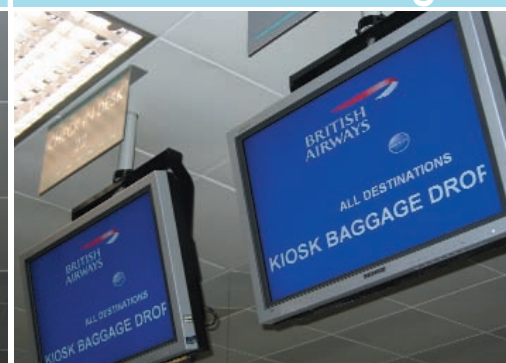
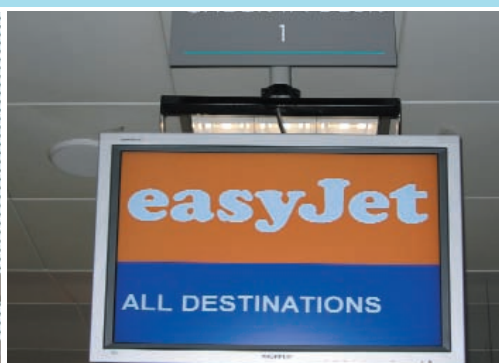


# Samsung case study

## NEW SCREENS CHECK IN AT NEWCASTLE AIRPORT

case study



### The Challenge

Since modest beginnings in 1935, Newcastle International Airport (NIA) has steadily grown in size and stature to become an international airport of real significance. With annual passenger numbers approaching the 5.5 million mark and further substantial growth forecast, NIA looks destined to scale new heights.

With this exponential increase in both consumer and commercial air passenger traffic, the need to deliver crucial flight and general information in a clear, reliable, consistent manner was more critical.

The arrival of low cost airlines Easyjet and Ryanair has boosted traffic yet further, adding even more emphasis to the efficient delivery of information to ever-growing passenger numbers, particularly at peak holiday times.

### The Solution

Samsung had to take several factors into consideration. Airport screens are used around the clock, often displaying the same information; consequently plasma screens were likely to suffer from screen burn (image retention). Samsung recommended the deployment of LCD screens, better capable of performing the function once suitable maintenance provisions had been employed via the system software.

It was also an important consideration that NIA was constructed of 75% glass and has the sunlight directly facing the main concourse. Samsung turned this potential problem into a benefit, demonstrating to NIA that under such conditions it was not necessary to spec the screens to over 350 CD/m<sup>2</sup> brightness setting. NIA were considering a more expensive screen option capable of brightness levels up to 600 CD/m<sup>2</sup> (a level far too high for the application) and consequently saved several thousand pounds by specifying Samsung. With all this in mind, Samsung 32" and 40" LCD screens (SM323T and SM403T) were selected for optimum suitability.

## Newcastle International Airport -a summary.

### The Challenge.

- To provide a rapidly growing airport with easy to read, reliable, durable state-of-the-art display screens

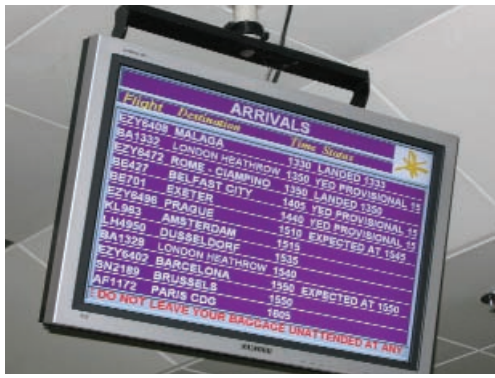
### The Solution.

- Provide 32" and 40" LCD flat screens (SM323T and SM403T)
- Product supplied with 0% DOA
- No screen burn and correct specification for the lighting conditions

### The Benefits.

- Brighter, sharper colours
- Easy to read under any conditions
- Little or no glare
- Simple to install
- Wider choice of location of installation





## Implementation

Firstly the 32" screens were installed at check-in desks and several 40" screens in departure lounges.

Samsung not only provided the necessary screens, but, due to their familiarity in the airport arena, were able to recommend the best company to supply and install the brackets.

‘This ‘added value’, borne of Samsung’s knowledge and experience, is what gives Samsung the edge, even when competing in such a specialised field’.

All installations were carried out in the early hours of the morning, causing minimal disruption to passengers and staff.

To date, of nearly 50 screens fitted, the DOA rate has been zero, a statistic the airport is more than happy with.

Says Les Wright, Commercial Executive, *‘We’re delighted with the new screens. Samsung have delivered exactly what they promised and they do the job perfectly. We’re looking forward to the next stage of installations and the added benefits we expect they’ll bring.’*

## Results/Benefits

With some old screens still awaiting replacement, the benefits are obvious to see. The new screens are much brighter and far easier to read, even from a distance, under any conditions. With their flat screen technology, there is less glare and the colours are sharper.

They are also more aesthetically pleasing than their bulky, antiquated predecessors, complementing the clean, bright lines of the new terminal and departure lounge developments.

What’s more, because of their light weight and thin profile, it’s very easy to install them in key locations where it had

previously been impractical or simply impossible.

## The Future

There are a further 60 screens on order for instalment by May 1st, the start of the holiday season. At least a dozen of the 40" screens are earmarked for an Airport TV project in the spacious Departure lounge. These strategically located screens will act as an Airport information service, whilst at the same time promoting the airport’s leisure and shopping facilities, a commercial first for the airport. Comments Les Wright, *‘The imminent arrival of Airport TV will add a new dimension to the benefits this type of medium offers to our customers, by giving them a true idea of the time they have to relax and shop’.*



Les Wright,  
Commercial Executive,

## About Samsung

Through its extensive R&D and innovation in design, Samsung has now become the world’s largest producer of key technologies used in IT.

The company’s consistent ability to deliver effective, efficient, robust and relevant technology has enabled Samsung to grow faster than any other corporation globally in the past 2 years. Last year alone, Samsung won 5 IDEA (Industrial Design Excellence Award) awards - more than any other company. Business Week now ranks Samsung as the 21st strongest brand, (22 places ahead of Apple Computers) and with numerous endorsements from the IT media, it’s easy to see why Samsung is the world’s fastest growing brand.

The key? Samsung’s total control over product build and component quality, ensuring unmatched reliability, reduced customer downtime and lower costs. This unique combination of product control, quality, flexibility and competitive pricing is a potent offering to our customers. It gives us the freedom to listen to, and work with them, to deliver the solutions they require; a rare but important quality in today’s world.



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