



Airport RETAIL KIOSKS

Application

Seeking to increase brand awareness and create a new sales funnel, a retail company created popup kiosks in several international airports. The video walls feature Neoti's 2.9mm RA Series, which were selected for their enhanced color accuracy, providing sharp, dynamic content to grab traveler's attention.



Product: RA Series

- Pixel Pitch:** 2.9mm
- Panel Resolution:** 168h x 168v pixels
- Brightness:** 1000 nits
- Refresh Rate:** ≤ 3840Hz
- Contrast:** 5,000:1
- Color Depth:** 16 bit
- Viewing Angle:** 140°h / 140°v
- Diode Type:** SMD
- Panel Weight:** 14.33 lbs.
- Panel Dimensions:** (WxHxD)
500 x 500 x 87mm

Kiosks feature Neoti LED Displays in Airports Across the Country

Video Walls Grab Traveler's Attention and Increase Sales

A custom millwork and fabrication shop recently reached out to Neoti in need of an LED video display for pop-up retail kiosks. The project included kiosks to be installed multiple international airports. The kiosks were to grab the attention of travelers, prompt a discussion, and ultimately increase sales. The project posed several challenges and required several companies to work seamlessly together to ensure the retail company's goals were met.

The Challenge

The LED video walls needed to meet several requirements. First, due to airport restrictions, the LED panels needed to be self-supported without requiring any permanent structure changes. Second, the timeline for installation was very short, the first installations were scheduled less than one month from initial conversations. Ease and length of setup time were extremely important as the entire kiosk had to be set up and operational in less than 12 hours. Lastly, the solution needed to be within the customer's budget.

Neoti's approach was to gather the "4 Ds": distance, domain, design, and details to deliver the proper solution. In this case the viewing distance would range from 10 to 100 feet, prompting Neoti to suggest panels with a 3.0 mm pixel pitch or less. The second D is domain or environment. The panels needed to be self-supporting, because the kiosks were designed to be temporary within each airport. The next element Neoti considered was the design. The initial design changed multiple times to fit within the venue's requirements but the ability to reuse the panels at various locations in the future remained a focus. Lastly, were all the details. The content, the content source, budget, and project turnaround time were all taken into consideration.

The 4 D's Distance Domain Design Details

The Solution

Neoti took into consideration the "4 Ds" and designed a custom LED video wall solution that fit the retail company's unique specifications. The solution was a 4x3 video wall of Neoti's RA Series 2.9mm panels, creating a 4:3 aspect ratio. These panels were selected because they are production panels designed with the durability to withstand frequent installations and tare downs. The RA Series offers its own ground support system, requiring no permanent structure. The panels were in-stock at Neoti's Midwest warehouse to meet the customer's quick turnaround time. The size provided ample space for the retail company's content and the price was within their budget.



Once the LED product was selected, the fabrication shop designed and built the pop-up kiosk using drawings and specifications provided by Neoti. The installation timeline was coordinated between the airports, fabricator and Neoti. Due to the airport locations, the installations had to be during overnight hours. Neoti remained flexible and provided overnight installation services at all three sites. Included in the installation was content scaling, configuration, and training.

All kiosks were installed on time and within budget. Neoti's custom design met the retail company's goal to grab the attention of travelers, prompt a discussion, and increase sales.

Working with Neoti

When you work with Neoti you'll receive the same service and support these high-profile companies experienced. We're dedicated to working with integrators, architects, consultants, and designers to deliver the right solution. We offer installation services, extended warranties, service plans, and on-site user training to ensure a successful project.