



Flughafen Zürich AG



30-inch units were not placed directly adjacent to the baggage conveyors but were used as overview displays for the conveyor assignment for the benefit of passengers at the transfer points from the terminals to the baggage halls. Plasma screens have frequently been used for these applications in the past but suffer from the effect known as "burn-in", where the displayed image very often irrevocably burns into the screen. It therefore becomes very difficult after a relatively short period of time to read such a display when the shadows from the previously burned-in image can always be seen in the background. For this reason, Unique decided on the more up-to-date solution of LCD technology, which does not suffer from this disadvantageous burn-in effect.

At the time of purchase the LCD3000 was the first 30-inch LCD on the market which was not a multimedia display with an AV box. Further advantages included the fact that the unit had a very good uniformity of background lighting and was very light-weight yet

robust, which guarantees easy and rapid handling if support should be required. Generally, large-format LCDs have lower Total Cost of Ownership, as there is no burn-in effect, which can extend the life of the monitor two-fold. They also consume up to 30 percent less electricity.

The new LCDs were installed very smoothly within just a few days at the beginning of December 2002 by the system integrator, Bison Systems AG from Sursee. The displays are equipped with a front safety glass, which protects the front from any environmental influences. The client PC is also integrated within a so-called backpack in the suspension mounting of the display.

"Up until now, the units have been a great success. The NEC LCD3000s run continuously without any problems and provide a brilliant picture, even though we have set the brightness to 0% in order to increase their life even further and to keep the current consumption as low as possible. The advantages of the new LCDs compared with the CRTs that were used previously lie primarily in the extremely good picture quality, their insensitivity to burn-in effects with still pictures - and all this with a screen diagonal of 75 cm! Naturally, we have the option of changing the unit quickly and easily for a replacement unit if support should be required, thanks to the low weight. As a result of our positive experience with the NEC LCD3000, we have already decided to equip further locations at the airport with these units", explains Fritz Rüdiger, Communications Engineer in the Information and Communication Technology Department of Unique (Flughafen Zürich AG).

## CASE STUDY

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Flughafen Zürich AG

## 30-INCH PUBLIC DISPLAYS FROM NEC DISPLAY SOLUTIONS HELPS YOU TO FIND YOUR BAGGAGE

Unique (Flughafen Zürich AG) was created in 2001 by Cantonal airport management and Zurich airport's property company to run Zurich Airport. Zurich Airport is the largest airport in Switzerland and is one of the most internationally significant airports in Europe. In 2002, 18 million passengers and 282,158 aircraft took off and landed in Zurich. Unique (Flughafen Zürich AG) employs 1449 staff and had a turnover of 528 million Swiss francs in 2002.

In the course of the expansion of Zurich airport, one of two existing buildings was extended for baggage claims and equipped with additional baggage conveyors, so-called "race tracks". A solution was sought for the display of baggage claim information on these new baggage conveyors to ensure that all passengers were able to find their baggage as quickly and easily as possible. Until now, Unique (Flughafen Zürich AG) had used large-format CRTs for this purpose, but was now looking for a better and more cost-effective solution for the new hall as CRT monitors suffer burn-in effects due to their phosphor

coating. CRT monitors also take up more space, use more electricity and have electron guns which are more prone to faults than LCD panels.

It was important that the airport's new display solution should run 24 hours a day, seven days a week, display static images over long periods and have high luminosity with consistently good picture quality. In order to display the information on the screen at a viewable size, it was also a requirement that the screen diagonal must be at least 24-inches. Of course it was also important to Unique (Flughafen Zürich AG) that the units should have as long a lifetime as possible with consistent display quality, not forgetting also that the price/performance ratio and the competitive Total Cost of Ownership.

The NEC LCD3000 30-inch information display from NEC Display Solutions best met all these requirements, which is why Unique (Flughafen Zürich AG) decided to install 33 of these units. Four 30-inch Public Displays were installed for each baggage conveyor. Eight of the

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