

Airport gets largest Plasma Display

Involved : 103" Plasma Display
End user : Manchester Airport
Placement : Manchester, United Kingdom
Install Date : July 2008
Partners : Eye Corp



Eye Media Europe has installed a Panasonic 103-inch portrait plasma display at Manchester Airport in the UK, claiming it's the country's largest in that orientation.

Located by the entrance of the new Biza duty-free outlet, which has opened as part of Manchester Terminal 1's £35m (\$70km) refurbishment, the digital-signage screen is said to reach all departing passengers.

With a display area of 1.4 x 2.4m, it shows seven-second Flash spots. The first advertiser is Drivesafe, with a campaign informing travellers of the dangers of driving at their destinations after drinking on the plane.

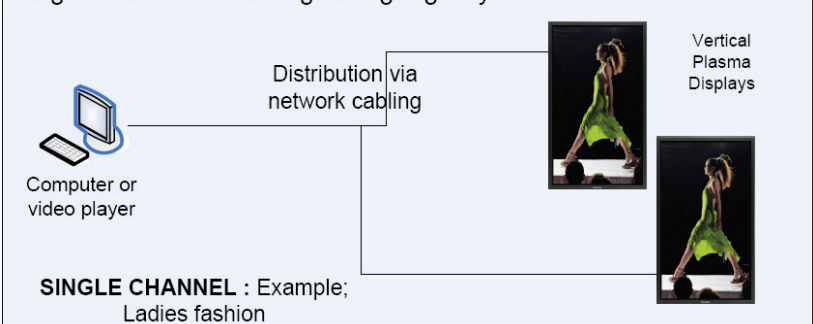
However, Eye is expecting the display's main role to be in commercial messaging. CEO Jeremy Corfield said: "This site is well suited for retail clients wanting to influence flyers at that important moment when they are excited, relaxed and looking to spend.



Key Facts:

- Wide viewing angle
- Simple, sleek design
- Huge display area
- Durable front panel, suitable for public areas

Single Channel Retail Digital Signage System



Local Contact

Name: Lisa Justice

Panasonic UK Ltd
 Panasonic House
 Willoughby Road
 Bracknell, Berkshire

Address: RG12 8FP, United Kingdom

Tel. +44 77990071584

Email: lisa.justice@eu.panasonic.com

Internal use only

Consent given for external use

Panasonic AVC System Europe Company

A division of Panasonic Marketing Europe GmbH
 Hagenauer Str. 43, D-65203, Wiesbaden, Germany

Email: plasmadisplaysolutions@eu.panasonic.com

www.panasonic.eu

Panasonic
ideas for life

Professional
Plasma Displays
Europe