

Digital signage goes big at OR Tambo

The new digital signage 103" Plasma display units have been installed at OR Tambo International Airport - 24 in the baggage claim area, 12 units in the departure hall and 6 units in the area after customs clearance. These units will not only be used for advertising purposes but to assist passengers by displaying departure and arrival flight information and details pertaining to baggage claims.

Equivalent to four 50-inch Plasma Display Panels (PDP), these High Definition PDP deliver dynamic, overwhelming image quality with a 2.07 million pixel resolution. The effective viewing area is 2.269m wide 1.276m high. Featuring true-to-life colour reproduction capability and quick response to moving images, the ultra-large plasma display renders clear, crisp, spectacular images on a revolutionary new display panel.

"As this is the world's largest level installation of 103" displays, most passengers flying into OR Tambo in Johannesburg will view these monitors," said Martin Maddox, group MD of Pansolutions. "We have supplied other like these, as well as other units, which will be used in various applications in South Africa."

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