

XTREME MEDIA ENHANCES TRAVELLER EXPERIENCE WITH FLEX AND NYX SERIES LED DISPLAYS AT INTERNATIONAL AIRPORT, BENGALURU

As the aviation industry continues to innovate and airports strive to keep up with technological advancements, they are increasingly adopting LED displays as a cutting-edge solution to enhance communication and elevate travellers' experiences. These dynamic and high-quality visuals digital screens are being strategically installed in various parts of the airport - from check-in areas and security checks to departure gates and baggage zones. Airports are not only creating a pleasant and informative environment for millions of travellers, but also improving the operational efficiency by delivering clear, vibrant, and engaging content.

Recognising the need to provide an exceptional experience for the visitors, an international airport in Bangalore decided to install LED displays in their duty-free area.

Xtreme Media's Solutions

Understanding the requirements of the client, and with an intention to deliver an exceptional experience for travellers from around the globe, Xtreme Media introduced its **Flex** and **Nyx Series LED displays**. These high-tech installations were designed to transform the airport environment into a vibrant hub of visual engagement and seamless communication.

Xtreme Media's team has strategically installed 13 LED displays, demonstrating the team's expertise in versatile digital display solutions. The installation includes six pillar-



Xtreme Media installs Flex and Nyx Series of 2.5mm and 3.9mm pixel pitch – 13 LED displays at International Airport, Bangalore

mounted screens, two hanging screens, two screens at entry and exit points, two at the departure area, and one at the cash counter.

The LED displays from Xtreme Media's Flex and Nyx series display more than just information. These screens play a vital role in significantly improving the travel experience, making it more efficient, enjoyable, and stress-free. Moreover, these displays have also provided numerous benefits to the airport including:

Enhanced shopping experience: These LED displays create visually engaging environment, highlight promotions and new arrivals, special offers, etc. which attract travellers' attention and enhance their shopping experiences.

Informative content: These displays help provide valuable information about the product features, prices and availability thereby making travellers take purchase decisions quickly.

Efficient space utilization: These displays use the space in the duty-free area to the maximum, presenting a variety of content eliminating the need for physical posters or signs that clutter the area.

Enhanced aesthetics: These high-quality

LED displays add a modern and sophisticated touch to the duty-free section, creating an upscale and attractive shopping environment.

Brand visibility: Duty-free brands can benefit from increased visibility through prominent display placements, ensuring that their products stand out in a competitive retail environment.

Overall, the strategic placement of LED displays in the duty-free section can significantly boost customer engagement, enhance the shopping experience, and drive sales, contributing to a more vibrant and efficient airport retail environment.

Reaping the Benefits at the Airport's Duty-Free Section

The exceptional features of these displays are undoubtedly made to contribute to the business in a larger way. Some of the benefits that the airport's duty-free area have gained through these features are as follows:

High picture quality: The Nyx indoor series LED displays provide exceptional image quality and enable maximum brightness that is ideal for indoor use.

Lightweight designs: The lightweight structure of these displays makes the installation process easy.

Durability and energy efficiency: These displays are designed for long-lasting performance with minimal maintenance.

Customizable shapes: The displays from flex series can be wrapped around any structure, giving a visually attractive appeal to the entire set up.

Conclusion

The client expressed high satisfaction with the outcome of the project. They were particularly impressed with the seamless installation and the immediate positive impact of the LED displays.

The installation of Xtreme Media's Flex and Nyx series LED displays at the airport has proven to be a significant enhancement in terms of both traveller experience and operational efficiency. The success of this project underscores the importance of integrating advanced digital solutions in today's travel hubs, demonstrating how technology can transform public spaces into more efficient, engaging, and attractive environments.