NEC Display Solutions Client Installation **Transport**

ISLES OF SCILLY STEAMSHIP GROUP

IMPROVING THE PASSENGER EXPERIENCE

As part of a multi-million pound investment project aimed at improving the passenger experience ahead of the busy summer season, the Isles of Scilly Steamship Company installs a digital signage solution aboard the passenger ferry Scillonian III and at Land's End Airport.

The Isles of Scilly Steamship Company provides the vital connection between the mainland and the Isles of Scilly. The company operates both passenger and freight shipping services from Penzance, plus scheduled commercial passenger flights with a fleet of six planes from Land's End, Newquay and Exeter airports.
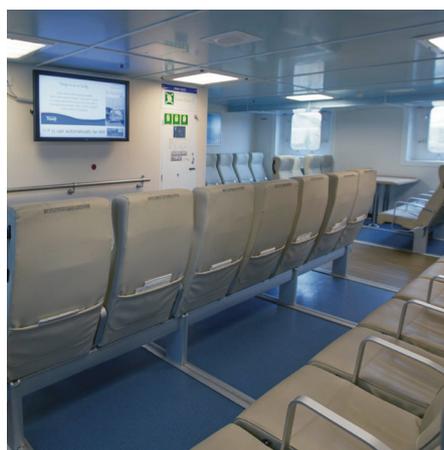
THE CHALLENGE

In readiness for the 2013 summer season, the Isles of Scilly Steamship Company sought to improve the travel experience for its customers, whether travelling by air or by sea. One aspect of this investment included the installation of a digital signage solution to convey travel and destination information to inform, entertain and inspire passengers. The digital platform enables the company to keep content up to date and relevant according to local events and conditions and offers digital advertising opportunities to highlight special promotions and

services. Whilst providing an essential information service to passengers, the digital signage solution also delivers significant opportunities to build brand loyalty and affect incremental sales uplift.

THE SOLUTION

The company selected Digital Media Systems (DMS) as their preferred AV solution partner to assist them in the progression of the project from concept

to fulfilment. DMS's squareVIEW digital signage software provides the company with a scalable and adaptable solution to deliver content across a network of screens.

Avtar Singh, Director at DMS says 'squareVIEW DS perfectly suits the customer's needs as the range of content creation, distribution and management tools are a breeze to use. The capability for screen content to be linked directly to live systems such as streaming, weather, FIDS and timetables makes it a very powerful customer engagement tool. The additional event trigger module gives crew members the option to seamlessly change content without access to the composition or management tools, in real time, to reflect events that are happening around them.'

A long standing solutions partner of NEC Display Solutions, DMS recommended the use of NEC brand displays to meet the customer's key purchasing

criteria of reliability and robustness. 'Based on previous projects where we utilised NEC equipment, we've never had a bad experience and the three year swap out warranty gives the customer total peace of mind,' comments Singh.

NEC V462 displays with integrated slot-in PC, were installed at key areas of high footfall in the Airport and on the Scillonian III vessel. NEC's Value series of LED backlit displays deliver professional grade performance at a competitive price with advanced thermal management to secure longevity. The DualSlot OPS option slot enables the slot-in PC to be embedded into the display for a neat and cable free solution. 'SquareVIEW software runs reliably on NEC Atom SBCs and the displays and SBCs are easily managed using the free NEC Naviset 2 LAN monitoring and control software. NEC has an excellent brand reputation and we received superb pre and post-sales support.'

Nick Sanders, Group Commercial Manager at Isles of Scilly Steamship Group who worked closely with Avtar Singh throughout the project comments,

Photography courtesy of Jonathan Cooper

'Digital Media Systems looked at all of our criteria and then provided the solution, both in terms of cost and specification. Avtar and his team supported our vision of what we wanted to deliver, each challenge was met head-on and delivered in time and within budget.'

THE RESULT

The new passenger terminal at Land's End Airport opened in April 2013, following the completion of the £1 million project in tandem with a further £2 million investment into upgrading passenger facilities on board the Scillonian III. Eleven NEC 46" displays are installed in high footfall areas at the check-in desks, restaurant, lounges and briefing room at the Airport; and in the bar, restaurants and seating areas aboard the Scillonian III.

Commenting on the digital signage installation, Sanders says, 'the screens deliver exactly what I wanted them to do, we are very proud of them. Project delivery was completed within budget, on-time and without fuss. We are very pleased with the

outcome the screens are eye-catching and have a lot of impact.'

Jeff Marston, Chief Executive of the Isles of Scilly Steamship Company agrees, 'Scillonian III has become a preferred method of travel for many islanders and visitors travelling to and from the Isles of Scilly. The refurbishment carried out this winter is part of a wider investment by the Steamship Company into all of our travel facilities, and is aimed at making the passenger experience pleasant and enjoyable for everyone. It has definitely been money well spent, as she is looking in fantastic shape and will now be fit for purpose for the next five years.'

INSTALLATION INFORMATION

SITE INFORMATION

SECTOR

Transport

CLIENT LOCATION INFORMATION

Isles of Scilly Travel Limited, Steamship House, Quay Street Penzance, Cornwall, TR18 4BZ

www.islesofscilly-travel.co.uk

INSTALLED FEBRUARY 2013

INTEGRATION PARTNER

Digital Media Systems

www.digitalmediasystems.co.uk

EQUIPMENT AND BENEFITS

NEC MultiSync V462 46" LED backlit displays with DualSlot OPS* compliant option slot

NEC slot-in PC with Intel® Atom 2 x 1.6 GHz CPU

*OPS is the first industry-wide standardisation of option slot accessories geared to simplify installations, use and maintenance of digital signage.

Empowered by Innovation

NEC