

# Oslo Airport

## Oslo Airport security checkpoint informs travelers using Scala-powered digital signage

### THE CHALLENGE

The Oslo Airport (OSL) is Norway's main airport, servicing 19.3 million passengers in 2008. All travelers must pass through the security checkpoint before boarding a plane.

The security checkpoint was looking for an information network that could give travelers relevant and updated information while they waited in line. New security regulations were recently introduced, and some travelers found them confusing, making instructions and reminders necessary. Oslo Airport's goal was to move the line through the security checkpoint as efficiently as possible.

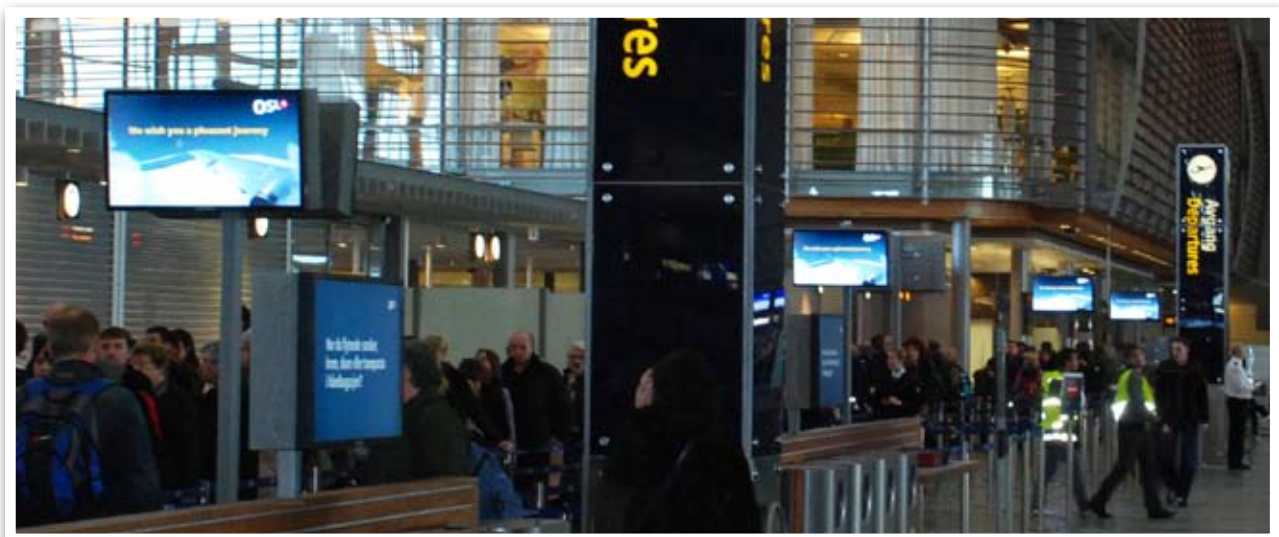
To attain these goals, Oslo Airport turned to Ferd Consulting AS, a Scala Certified Partner.



### THE SOLUTION

Oslo Airport wanted a flexible solution that had been thoroughly tested and developed over time. The possibility of showing different messages in different areas captured its attention. It also needed a system that could grow with the airport and handle new areas of usage in the future.

The installation features an information network of 17 screens and three channels. Samsung has provided the screens with an integrated PC for each. There are 14 screens in front of the security checkpoint. Four of these screens, showing brief explanatory films, are placed above tables where travelers can reorganize their hand luggage to comply with the regulations. Oslo Airport worked together with Dinamo advertising agency to create the informal films. A separate channel is reserved for employees using the staff security checkpoint. This channel is used to communicate similar information and for other campaigns.



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“We are impressed by the flexibility in the software. It was an important criterion for us to be able to have several channels. Now we can show different messages and manage the content down to the hour if we like”, says Ruben Olsen, Quality Controller Security Checkpoint, at Oslo Airport.

Ferd Consulting AS is managing the whole project. They have made a script for the solution and arranged the technical setup of the screens. They also run the network and take care of software updates and other technical services.

## THE BENEFIT

Oslo Airport has received positive feedback from the public. The confiscation of restricted goods like alcohol has decreased significantly. This shows that travelers are seeing and understanding the information.

“We clearly see that travelers understand the message and can easily reorganize their hand luggage without delaying the line. With the screens, it seems like it is easier to remember the regulations the next time you enter the security checkpoint”, says Ruben Olsen.

Other airports have also shown an interest in this type of information network. They are interested to hear about the possibilities of the software and have especially noticed the films Oslo Airport is showing. These films clearly show travelers how to handle their computer, phone, coins, belt, etc., while moving through the security checkpoint.

Oslo Airport wants to continue to develop its system. Its next goal is to learn more about the Scala software, so they can make their own changes to content and schedule it. It also sees the need to communicate important messages by an RSS feed. These urgent alerts will be predefined messages that can easily be communicated to the public and employees in the security checkpoint area. Examples include fire alarms, weather problems, evacuations and other important messages.

