



## Next generation HD displays at UK airports

### Key facts

- ❑ 48 stands across Heathrow, Heathrow Express, Stansted and Gatwick – exclusive to Take One
- ❑ Combines integrated HD digital technology with more traditional leaflets and brochures
- ❑ High definition LCD screen reinforces your brand with a concise, high impact message
- ❑ Leaflets in their 'take away' format provide a physical reminder, complementing the footage for higher pick-up
- ❑ A variety of locations across all terminals (some available on a solus basis):-
  - Arrivals - baggage halls, near passport control areas, in walkways from the piers and near lounges
  - Landside and viewable by meeters and greeters as well as those travelling
  - As a new venture in departures - near gates, on piers and near lounges



**Example Large Stand (60-slot)**

### Technical stand information

#### Stand types

- ❑ Large 60-slot
- ❑ Medium 36-slot
- ❑ Exclusive 24-slot (the only stand for your own digital footage and leaflets solely)

#### 32 inch high definition LCD TV

- ❑ Full HD quality 1080x1920 pixels
- ❑ .ts or .mov files (movie clips)
- ❑ 10 and 20 seconds video clips

#### A4 static poster and magazine bin

- ❑ Printed 298x210mm

#### Leaflet slots

- ❑ DL format 99x210mm
- ❑ A5 format 148x210mm



Heathrow T5



Stansted



Gatwick

## **Key airport stats (annual footfall)**

Source: www.baa.com (customer demographics section: annual passenger numbers 2008)

- Heathrow: 67 million passengers (60% leisure, 40% business audience)
- Gatwick: 34 million passengers (80% leisure, family audience)
- Stansted: 22 million passengers (80% leisure audience)

**Total footfall: 123 million**

## **The brief**

1. A stylish, contemporary and premium style that is eye-catching
2. A family of Take One stands
3. Flexibility to carry a range and large quantity of leaflets within one unit
4. Practicality, commercial effectiveness and up-to-date

## **Design and Technical**

Heathrow T5 Product Design Guardians

# priestmangoode

Technically developed and manufactured by Kesslers International.



Kesslers' work involved building an exact pre-production unit which included developing the leaflet box (much more difficult than it looks) that handles three sizes of leaflet – A5, DL and tall DL. It is injection-moulded to be virtually indestructible.

As an airport product there were stringent visual criteria to meet as well as H&S considerations so the boxes are polycarbonate, the stand brushed stainless steel and all glass is bomb-proof.

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