

# Airport gets largest Plasma Display

**Involved** : 103" Plasma Display  
**End user** : Manchester Airport  
**Placement** : Manchester, United Kingdom  
**Install Date** : July 2008  
**Partners** : Eye Corp



Eye Media Europe has installed a Panasonic 103-inch portrait plasma display at Manchester Airport in the UK, claiming it's the country's largest in that orientation.

Located by the entrance of the new Biza duty-free outlet, which has opened as part of Manchester Terminal 1's £35m (\$70km) refurbishment, the digital-signage screen is said to reach all departing passengers.

With a display area of 1.4 x 2.4m, it shows seven-second Flash spots. The first advertiser is Drivesafe, with a campaign informing travellers of the dangers of driving at their destinations after drinking on the plane.

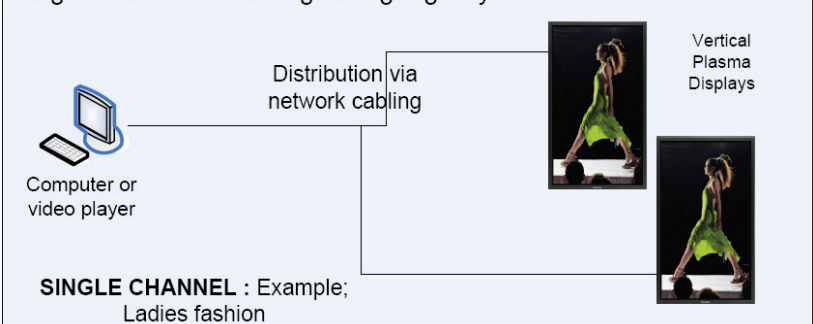
However, Eye is expecting the display's main role to be in commercial messaging. CEO Jeremy Corfield said: "This site is well suited for retail clients wanting to influence flyers at that important moment when they are excited, relaxed and looking to spend.



## Key Facts:

- Wide viewing angle
- Simple, sleek design
- Huge display area
- Durable front panel, suitable for public areas

## Single Channel Retail Digital Signage System



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