

## Information shown on 146 plasma displays in the airport guides passengers smoothly from check-in to boarding

### Installation Details

#### New passenger guidance system using a large number of plasma displays

At Haneda Airport, the departing flights of Japan Airlines (JAL) alone carry some 40,000 passengers each day. To guide this many people smoothly, the timely supply of easy-to-understand information is essential. JAL examined potential passenger guidance systems for about two years, then installed the new "JAL DegaPo" system in March 2007 when Haneda Airport's First Terminal Building was renovated. For their guidance system, JAL installed 146 50-inch plasma displays for passenger information use.

#### Construction of an easy-to-see system with easy-to-understand information, based on lessons learned from past experience

There was a day in December 2004 when airplanes could not take off or land at Haneda Airport due to strong winds. When this happened, information such as flight operations could not be efficiently provided to the passengers. Based on this difficult experience, JAL began to examine the ground-up reconstruction of its passenger guidance system.

In their examination, they highly evaluated the information display system for the Shinkansen (bullet train) used by the Central Japan Railway Company, mainly for its

high visibility and effective information communication, and showed strong interest in the Panasonic system solutions capability that made this system possible. This led to our designing and proposing of the JAL system.

In the beginning, JAL opted for LCDs because of their concern about image retention, but they decided to use plasma displays based on a solution that we proposed, which included the following points:

- The plasma displays' crisp, high-contrast images and wide viewing angle ensure excellent information visibility for a large number of people.
- Image retention can be dramatically reduced by designing content to match the characteristics of the display device.



The displays installed above automatic check-in devices show the boarding gates to help passengers find their way. They also provide information about baggage check-in counters.



JAL is the only airline that offers First Class on domestic flights. The two displays at this check-in counter show content designed to enhance the brand image.

# Plasma Display System Report

Vol. 14

Japan Airlines, Haneda Airport First Terminal Building

Tokyo, Japan

Date delivered: March 2007

## System Outline

**Reliable information communication is ensured by installing displays at key locations that all passengers pass by.**

JAL's control center manages the information of all flight operations, such as cancellations, delays, and aircraft changes, and transfers the necessary passenger information to the desk controller. The desk controller centrally manages this flight information and other passenger information, while also transmitting data to displays and controlling the content. The plasma displays installed by JAL are equipped with NM controllers, and are set up at key contact points for passengers, such as the counters in the departure lobby, the security checking area, counters for standby passengers, and boarding gates. These displays show the appropriate content according to installation locations. The passenger guidance content effectively uses illustrations and animations to meet JAL's request that "information should incorporate

Universal Design and be understandable at a glance." This content (see example at the lower left) is beautifully displayed on our plasma displays, thanks to their high brightness and sharp contrast.



At the security checking area where departing passengers must pass, plasma displays ensure the reliable communication of important information, such as prohibited items in carry-on baggage and notices regarding on-time departures.



Multiple displays are installed at the counter for the added convenience of standby passengers.



At boarding gates, the displays show important information and final guidance before boarding, together with information about the weather at the destination. This thoroughly communicates prohibited actions during takeoff and provides other guidance.

## After Installation

**JAL highly evaluates Panasonic's comprehensive capabilities for providing beautiful images and enjoyable content.**

The bright, crisp images shown on plasma displays enhance the lively atmosphere of Haneda Airport's departure lobby. Many people say that the lobby seems to have been completely renovated. Content that uses a wide range of animation and illustrations to provide easy-to-understand passenger guidance has been well received by airport staff as well. The number of inquiries from passengers has greatly decreased since the system was installed, which is proof positive that the JAL DegiPo is effectively communicating information.

JAL is installing the same system at Itami Airport (installation completed in December 2007), Fukuoka Airport (scheduled for February 2008), and other domestic airports.

**JAL DegiPo was installed in Itami Airport in December 2007.**



Departure lobby on the first floor

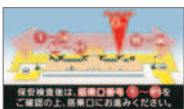


Boarding gate



Counter for standby passengers

### Example of easy-to-see content that can be understood at a glance.



Information about where to go after checking in, including the distance and the required walking time, helps ensure that passengers will not miss boarding times.



Convenient services are introduced at key points such as baggage check-in counters.



Information about prohibited items in carry-on baggage, cautions for takeoff and landing, and notices regarding on-time departures are effectively communicated with animated characters.