Written by Bob Snyder
12. 10. 2015

Absen European Managing Director Ruben Rengel calls it "one of the most accomplished digital signage solutions in a European Airport to-date.”

The three large-scale airport screens in Norway (Stavanger, Bergen and Trondheim) fortify the relationship between **Absen Europe** and **Clear Channel Norway (CCN)**, a leading Scandinavian out-of-home advertising company, who have opted for Absen solutions on several other installations in Norway.

Utilising Absen’s AI03 3.9mm pixel pitch panels, an impressive 57 square metre screen was recently installed in the luggage arrival hall in Stavanger airport (Sola) on the west coast; another 20 square metre screen was deployed in Bergen (Flesland) in the departure lounge, while a seven square metre screen was fitted in the luggage arrival zone in Trondheim airport, Værnes.

Content on each screen is run by a computer and a special graphic card with four DVI outputs.

“The Stavanger installation in particular was a wish from CCN to install a high resolution, high impact screen for the end user, in an attempt to satisfy and attract high profile advertisers,”

commented Rengel. “The 57 square metre screen not only gives a great opportunity for advertisers to get their message across, it serves as a fantastic reference for CCN expertise in providing state of the art digital signage solutions.”

Although CCN has contracts with seven airports in Norway for digital signage solutions, LCD has traditionally been the panel of choice for the installers. That is, until CCN discovered the potential of Absen’s LED panels. “Image quality on the screen is undoubtedly one of the best we’ve seen in the world,” says Jonas Michael, Head of Digital Development and Operations at Clear Channel Norway.

“We have tested a lot of brands and we realised that Absen had one of the best quality LED panels on the market at a price that is competitive, so the decision to deploy LED screens of various sizes for these airport projects was a no brainer.”

As several car manufacturers and oil industry companies had already lined up to advertise on the large 57sqm screen in Stavanger Airport, the pressure was on CCN to find a panel of the highest quality within its budget constraints.

Just as important for CCN, however, was reliability. One of the methods with which Absen has enabled CCN to enjoy such peace of mind is by developing a SNMP (single network management protocol) monitoring solution. The monitoring protocol - which counts 3500 digital assets in Norway (switches routers, internet connectors, panels, screens) - gives information about LED panel failure, heat emission, and other such panel statistics which are then sent to the CCN remote monitoring server.

“The Absen LED panels are not just well performing, they offer reliability as standard - and we can prove it with Absen’s SNMP system,” commented Michael. “Because we can see that the failure rate of the LED panels are extremely low, its makes CCN even more confident in investing in the Absen brand. The SNMP is a great example of Absen’s capacity to listen to feedback and come back with even better solutions. To be able to count on such a level of performance and reliability gives us peace of mind.”

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