

LG Shows New Solutions at Dubai Airport Show

Written by Roger Douglas
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At the Dubai Airport Show, LG showcased several products and solutions, including its **84-inch Ultra HD screen**

with energy-efficient IPS panels, a 55-inch video wall, stretch monitors, outdoor signage and EZSign TV.



The **LG EzSign TV** is world's first TV that comes with signage function.

Now you can run your message on the TV screen in the form of billboard TV without additional hardware. Advertisements, information and broadcast content can be arranged on the same screen to attract attention and deliver specific messaging to your customer base.

The company also highlighted solutions built around the interactive screen, through a massive video wall with an interactive interface that creates an immersive digital signage experience through social networking.

The Middle East is expected to get **\$90 billion in aviation-related investment** through 2020 to handle an anticipated 400 million passengers annually. The Gulf Cooperation Council region includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. Dubai

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International Airport currently ranks second in international passengers and expects to be No. 1 by 2015.

LG is seeking to expand in airports from the usual locations — flight information, baggage pick-up and check-in — to areas such as duty free, food courts, parking and waiting areas and more as global brands increase their digital signage spend to get brand messages in front of passengers and airport visitors.

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