

Enhancing Passenger Experience at Security



How MCO and Synect Reduce Anxiety and Perceived Wait Times with Visual Communication

Objective

The Orlando International Airport (MCO) is one of the busiest airports in the US and a leader in customer satisfaction. Welcoming passengers and helping them glide through the airport with helpful signage and information is part of their vibrant, family-friendly appeal. A unique digital content strategy, including airport and airline branding, Annie the Astronaut, and custom content from Synect's studio, deliver a memorable passenger experience. Synect's Passenger360® digital signage platform powers massive, colorful canvases at check-in, security, wayfinding locations, and beyond.

Passenger anxiety typically spikes at the security checkpoint. The Greater Orlando Aviation Authority (GOAA) wanted to deliver a better security experience using their visual communication ecosystem and a custom content program from Synect. By delivering a better checkpoint experience, GOAA and innovation partner Synect hoped to reduce passenger anxiety, decrease perceived wait times, and enhance operations.

Approach



Synect worked with airport leaders to define a concept for using visual content and helpful information to engage passengers at security.

Aquarium watching is a novel and proven method to boost a viewer's physical and mental well-being. Experts from the National Marine Aquarium, Plymouth University, and the University of Exeter have found that viewing aquariums lead to “noticeable reductions in blood pressure and heart rate,” and that they can help “hold people’s attention for longer and improve their moods.”

Synect’s studio created a digital 3D fish tank concept that could mesmerize, delight, and inform passengers at security.



Solution

MCO's digital fish tank features realistic sea creatures and layers of helpful content. Pufferfish, eels, and schooling fish share the digital aquarium with:

- Wayfinding
- Estimated wait times
- Concessions info
- An integrated QR code

Synect used 3D models and real-world footage to create a lifelike illusion with minor, intentional imperfections like reflections, refractions, and scratches on the glass.



The content plays on two large LED video walls at MCO, which are part of their visual communication ecosystem that includes digital canvases at the curbside, check-in, wayfinding, and beyond. The growing ecosystem consists of more than 1,200 displays including LCD, LED, indoor, outdoor, single display, and massive video wall canvases.

Synect's Passenger360® and YCD-Multimedia's Cnario Content Management System (CMS) drive layers of content and dynamic data across the digital signage network. This intelligent, autonomous solution integrates with airport systems and makes programming decisions based on flight schedules, real-time airport activities, and more.



Results



The fish tank is an engaging, memorable experience that keeps passengers entertained and informed at security. It was a massive success with both stakeholders and the public, who shared images, videos, and fish puns on social media.

“It’s o-fish-al: the security checkpoint for gates 1-59 has a new and entertaining display and we honestly don’t think it gets any better than this. Check it out next time you’re passing through and drop us a line on what you think of it.”



Orlando International Airport
@MCO



“Fantastic utilisation of animation to liven up boring airport directional signage by @SynectMedia. Creating a strong sense of place + a memorable first/last impression is super valuable for both the airport and the city’s tourism industry...”



Nick Dwyer
@nickdwyerdesign



The City of Orlando even got in on the fun, calling the experience “classy” and “so-fish-ticated.”

Benefits include:



Enhanced passenger experience in an area where anxiety typically spikes



Increased engagement with airport messaging and concessions information



Decreased perceived wait times due to wait estimates and entertainment



Enhanced wayfinding for passengers as they queue

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