

# Passenger360®

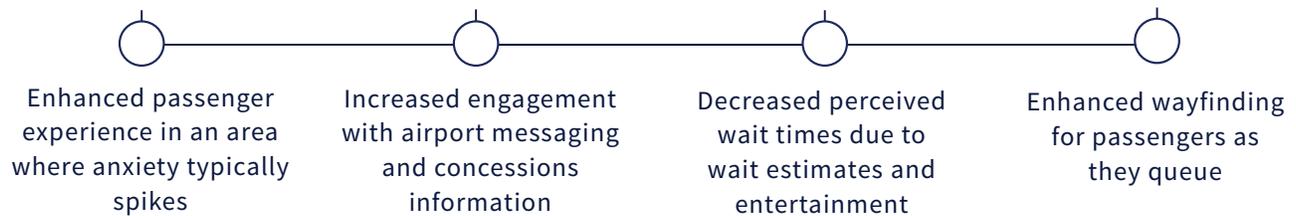
Keeping engagement high and anxiety low at security



## The Solution: Passenger360® for the Security Checkpoint

Synect created custom content and extended the Passenger360® content management system at Orlando International Airport (MCO) to deliver calming content at the security checkpoint.

The resulting digital fish tank experience provides many benefits including:



## The Content: Calming, Mesmerizing, and Helpful

Studies from the National Marine Aquarium, Plymouth University, and others show aquariums lead to “noticeable reductions in blood pressure and heart rate,” and that they improve viewers’ attention and mood. Synect created content blending realistic 3D sea creatures and layers of information including wayfinding, estimated wait times, concessions information, and an integrated QR code.

The content plays on two large LED video walls at MCO, which are part of their Passenger360® visual communication ecosystem that includes digital canvases at the curbside, check-in, wayfinding, and beyond. The ecosystem consists of thousands of displays, including LCD, LED, indoor, outdoor, single display, and massive video wall canvases.

# BENEFITS OF VISUAL ECOSYSTEMS



A unified passenger journey

Reduced anxiety and elevated comfort.

Optimized passenger behavior

Effective passenger communication

A modern, sophisticated facility

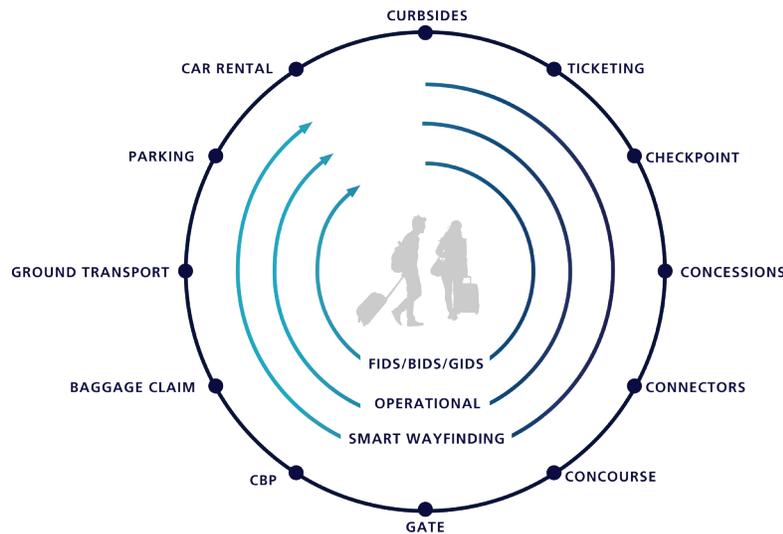
Unlimited dynamic operational scenarios

## The Technical Solution: Passenger360®

Synect's **Passenger360®** is a next-generation digital signage platform and content management system. It places passengers at the heart of airports' digital experiences. Layers of content—including dynamic flight information, wayfinding, and branding—combine with immersive visual media to deliver a smart airport environment and memorable sense of place.

The **Passenger360®** solution is the gateway to Synect's open-system approach. It can integrate with any data source, analyze the data, and translate that data into system logic, business rules, playback programming, and useful information for passengers.

**Passenger360®** is scalable and completely display agnostic. It supports LCD and LED, any screen size, make, model, resolution, and imaginable configuration.



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