

NVIDIA Quadro and PNY Change the Face of Travel at Vienna Airport

Grabbing the attention of rushed passengers in one of Europe's busiest airports isn't an easy proposition. So when advertisers wanted to reach high-net-worth business travelers, Vienna Airport installed a compelling, innovative display technology that not only re-imagines advertising real estate, but also acts as an enlivening interactive art experience. Thanks to the new technology, passengers can have a more meaningful airport experience, advertisers are increasing their revenue stream, and Vienna Airport is capturing more business travelers.

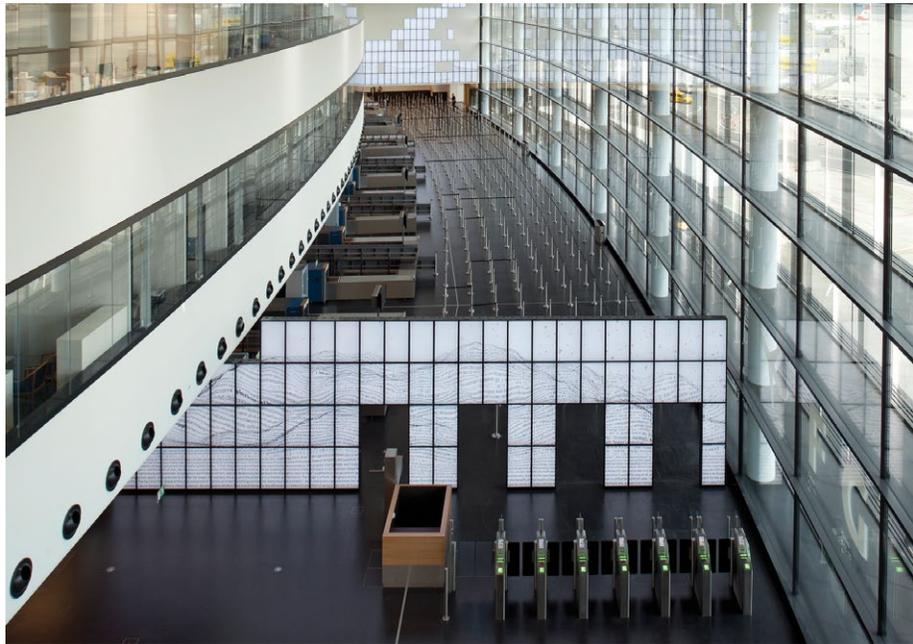
The Project

Like all major airports worldwide, busy Vienna Airport is always looking for ways to make itself more appealing to travelers and to boost advertising revenue. Tired of the time-consuming and impractical method of display ads installed as large, static slides, Vienna Airport turned to the professional graphics industry experts at PNY to choose, deliver, and support the right graphics boards to power a cutting-edge, high-definition, interactive display that could be used for both advertising and art.

The airport's requirements included a powerful, reliable graphics system able to operate on multiple screens simultaneously. With the assistance of PNY's pre- and post-technical sales expertise, the airport chose NVIDIA Quadro GPUs and NVIDIA Mosaic technology, which synchronizes and scales applications to multiple screens, automatically.



Now, Vienna Airport passengers are exposed to compelling graphics-and-video advertising in the luggage claim area, as well as interactive art—interpreting inbound and outbound air traffic in real time—at the airport's newest terminal. The result is that the typical stress of travel is lessened through a



delightful, mesmerizing, pleasant experience. At the same time, advertisers enthusiastic about the new technology are increasing Vienna Airport's revenue streams.

“The NVIDIA Quadro graphics boards have excellent picture quality, even at the highest resolutions and for full-video presentations. In addition, the NVIDIA Mosaic technology provides efficient control and synchronization of multiple monitors.”

— Peter Kleemann, Press Office Director, Vienna Airport

Challenges

- Reach high-net-worth business travelers in the airport with creative, effective advertising, while entertaining and delighting passengers with high-quality graphical art installations.
- Install interactive advertising and art that delivers superb graphics quality and reliable performance, even in demanding conditions, and that offers greater flexibility than the old approach: placing large, static slides at hot spots throughout the airport.
- Elevate the reputation of Vienna Airport worldwide.

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The Solution

- Vienna Airport installed a bank of 120 high-definition monitors, controlled by 30 **NVIDIA Quadro K4000** GPUs, in the luggage claim area to display advertising as high-resolution graphics as well as captivating full-motion video.
- The airport also installed an ARS Electronica interactive art project, “ZeitRaum,” for a new terminal at the airport, which uses about 100 **NVIDIA Quadro K2000** GPUs to drive a wall of screens to create, whenever anyone walks close to the wall, a virtual snow shower of letters that trickle down the wall, turn into words, and then form the topography of a landscape.
- The airport drew on PNY’s extensive expertise to determine the right NVIDIA graphics cards for the project, to deliver and install the GPUs, and to support Vienna Airport throughout the entire process.

“The luggage claim area presents a challenging application scenario. The NVIDIA-powered solution achieves the high performance that’s required, even under extreme conditions—and PNY is there to ensure ongoing performance management so that content is displayed smoothly and without interruption.”

— Peter Kleemann, Press Office Director, Vienna Airport

The Results

- Vienna Airport has expanded its non-airline revenue stream through creative, compelling interactive advertising displayed in non-traditional areas of the airport.
- Through cutting-edge visual art, the airport is providing travelers a reason to choose Vienna Airport for their European journeys.
- The reliability of the NVIDIA Quadro GPUs, backed by the expertise and committed support of PNY, means that the ambitious interactive advertising and art installations perform beautifully, even under the relentless demands of the airport environment.

“Through cutting-edge technologies exemplified by those provided and supported by PNY, we are actively shaping the future of Vienna Airport and setting a new standard for airport experiences globally.”

— Peter Kleemann, Press Office Director, Vienna Airport

- Featured Products -



NVIDIA Quadro K4000



NVIDIA Quadro K2000

PNY Professional Graphics solutions, like the ones used at Vienna Airport, are available from leading resellers. Read the online version at www.pny.com/viennaairport



VIENNA AIRPORT

One of the most vital European air traffic hubs, Vienna Airport (Flughafen Wien AG, viennaairport.com) served nearly 250,000 flights and 22.2 million passengers in 2012, including many high-net-worth travelers. The airport’s average of 20,000 employees in 230 companies makes it the largest employer in eastern Austria, and airport operations generate 1 billion Euros in annual tax revenue.

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Offering pre-and post-sales assistance, three-year standard warranty, toll-free professional technical support, and an unwavering commitment to customer satisfaction, PNY partners and customers experience first-hand why PNY is considered a market leader in the professional graphics industry. (pny.com/quadro)