

Monarch Airlines is taking off with POV^{NG}



Challenge

Low fares airline Monarch is a leading chartered provider of scheduled flights to destinations across Europe, Africa and the US. It has been very successful at providing low cost flight deals to passengers and has established bases at major UK airports London Gatwick, Birmingham, Manchester, and London Luton.

Following a period of growth, Monarch was keen to capitalise on its success and attract more customers. Although its website plays a significant role in its marketing strategy it is important for Monarch to continue searching for new ways to stand out in the crowded budget flight market. Monarch and its communications agency, Outlook, concluded that the best way to maximise its presence in the airport environment would be to install a digital media screen network at ticket kiosks.

Monarch needed a network that could meet a number of important requirements. Firstly it should be able to deliver important information to passengers while in airports, as well as broadcasting key product and service messages to individual screens at a number of locations across the UK. Secondly, this solution had to allow individual installations to be co-ordinated with the company website. This meant that Monarch required a national screen network which could be entirely controlled from a single, central location.

Furthermore, as the airline is growing all the time, it was important that Monarch found a solution with the ability to expand alongside the business and a scalable system powerful enough to accommodate further screen installations.

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Solution

To source a solution that could meet the Monarch brief, Outlook turned to display technology specialist the DVI Partnership, which recommended Dynamax Technologies' **POV^{NG}** content management system. Dynamax's screen network software system is a proven solution that acts as the 'control centre' behind commercially successful networks such as Titan Outdoors' Transvision network and Sub Postmaster TV.

The **POV^{NG}** system comprises of two main components, a Media Player and a Server which combine to provide a solution powerful enough to meet all of Monarch's requirements. The system allows a user to generate campaigns at a central location before uploading it to the

Server. The content is then sent to a remote Media Player via the internet, which then, using "forward and store" technology, caches the content on the Player, ready for playback. This means that centrally based users will only have to connect to the Player when needing to update a screen campaign. **POV^{NG}** is suitable for any sized network, it is an infinitely 'grown up,' reliable and expandable system, that will not collapse under the weight of an expanding network. Moreover, because the software was built on an SQL database, it can integrate with any other database built on this platform, offering the ability to automate interactivity with ePOS or booking systems for example.

Designed to operate via Windows, **POV^{NG}** is an easy to use, highly flexible system that allows the user to control and monitor a network of any size through one computer terminal, as well as update and add content to campaigns. The Media Player and Server have been conceived so that all adjustments to content can be made over the internet without affecting the quality and clarity of broadcasted

content, which can include many forms of media from MPEGs to JPEGs and from basic information graphics to up to the minute RSS feeds, such as weather forecasts and transport timetables. A user can also group individual screen players, so broadcast schedules can be sent to an entire network of screens, specific players or even individual displays.

Benefits

Initially, one large LCD screen was installed at each of the Monarch Airline ticket desks at London Gatwick, Manchester and Birmingham airports, and the network is already benefiting from the canon of flexible, easy to use **POV^{NG}** features. The network is controlled from a central point at Outlook, which designs Monarch's marketing campaigns. From this central point, new content relating to travel information and individual flight offers is generated and driven to individual screen locations. Using this system, the screens are also co-ordinated with the information available on Monarch Airlines' website. This provides the basis of a flexible nationwide screen based marketing network.

"...POV^{NG} is continuing to prove the value of digital signage to this expanding airline."

Monarch carried a record 3.2million scheduled passengers in 2006 and demand for more flight routes remains high, so the capability to expand the network has also been employed by Monarch and Outlook. An additional screen installation at London Luton airport was linked to the initial network in January 2007, with further screen installations planned. Furthermore, screens linked to the **POV^{NG}** Server and to the network are used at promotional events such as industry exhibitions.

*Bob Howard-Spink, Head of Sales at Outlook comments "Monarch Airlines wants to increase brand awareness and presence at key airports so we knew we had to employ a system that would provide a robust and adaptable system. The **POV^{NG}** content management system met Monarch Airlines' criteria, and is continuing to prove the value of digital signage to this expanding airline. We envisage that digital signage, powered by Dynamax's **POV^{NG}** will continue to be at the forefront of Outlook's future communication solutions."*



Dynamax Technologies Ltd
Lower Philips Road
Blackburn BB1 5UD
United Kingdom

T: +44 (0)1254 503 666

F: +44 (0)1254 503 690

E: info@dynamaxworld.com

Dynamax Technologies LLC
275 Madison Avenue
4th floor
New York NY 10016

T: +1 212 877 7564

F: +1 212 878 8891

E: info@dynamaxworld.com

www.dynamaxworld.com