CASE STUDY

TECHNOLOGY SOLUTIONS INFORM

London Heathrow Airport
Mobile customer information totems

Heathrow

"Working with the L.B. Foster team to make the totems work for all members of Team Heathrow has been one of my favorite achievements so far. I'm positive there's many more to come from the totems"

Andrew Roberts
Services Lead
Implementation & Improvement at Heathrow

A total of 10 Inform by L.B. Foster mobile customer information totems have now been deployed in Terminals 2, 3, 5 and the Central Bus Station at London's Heathrow Airport, as part of a pilot programme for Heathrow Airport Holdings Limited (HAL). The initial requirement was to improve the display of and reduce the number of posters around the Terminals, including the timely display and removal of posters. This was very quickly achieved using Inform Media Passive Display functionality, leading to HAL then looking at customer access to critical travel information, via inform Media Interactive functionality.

With over 80 million passengers annually, London Heathrow Airport is the UK's busiest airport. A total of 84 airlines fly to 203 destinations in 84 countries worldwide. The airport features four passenger terminals, occupying over half a million square metres to the south west of London.

London Heathrow Airport is operated by Heathrow Airport Holdings Limited. Heathrow Airport Holdings Limited recognises that efficient communication during times of service disruption is essential to ensure it delivers industry-leading performance for its customers. Terminals 2 and 3 accommodate almost 40 million passengers each year.

London Heathrow Airport - Mobile customer information totems

Requirement

L.B. Foster Digital Solutions supplied London Heathrow Airport with 10 high performance Inform mobile information totems, each powered by L.B. Foster's Inform Media software, for use in Terminals 2, 3, 5 and Heathrow's Central Bus Station. The totems provide customers with information about Covid, Security, FAQ and other relevant Heathrow information; Train Departure and arrival Times, onward Journey Planning and Local Walking Routes, both inside and outside both terminals.

During the Pilot Program Inform Media will include Flight Information (FIDs) – both Arrival and Departures, Journey Planning, Heathrow inside Terminal Way Finding and Concession Offers/Discounts.

Many of the departments within HAL including Security, Passport Control, Duty Free and Bus Station have looked at the Inform Totems and all have come up with specific requirements for their departments, each of which can be added to Inform Media to give each Department a solution that best fits their needs, not an off the shelf solution that suits 80% of the requirements.
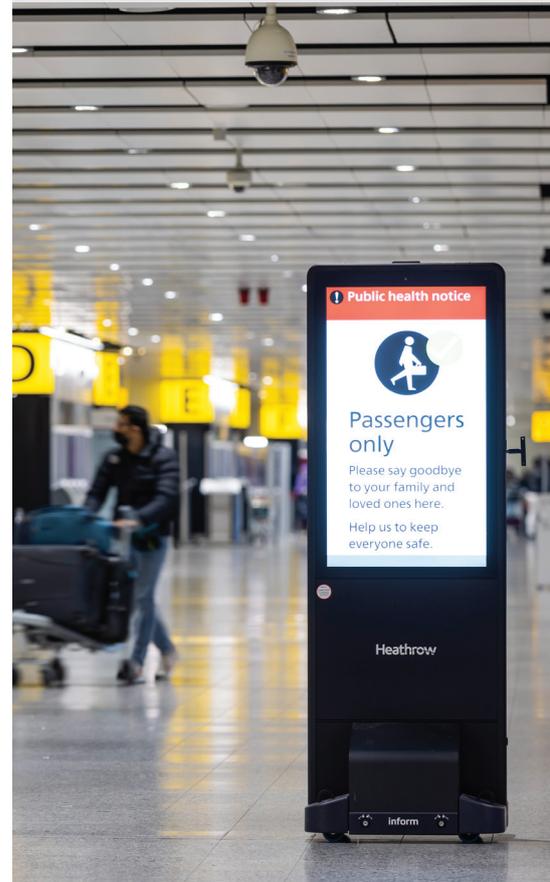
A prerequisite for the deployment of any new hardware in UK airports is compliance with Aviation Security In Airport Development (ASIAD) - a UK Government policy document guiding the planning, design and development of new airports and airport terminals, as well as those who have responsibility for management, maintenance and refurbishment of existing airport facilities. Inform by L.B. Foster has been successfully tested to ASIAD 2017's rigorous standards, designed to keep airport infrastructure safe.

The mobile information displays were positioned at key points in and around the station concourse, and alongside the station's Information Desk.

> Deliver real-time disruption information in an easily accessible format
> Deploy wherever access to information is required for customer ease of access
> Feature wireless, rechargeable mobile displays
> Comply with IP65.
> Manufactured in accordance with Section 12 for use on rail infrastructure.

Specification

> Passenger notices/posters and emergency messaging
> Flight Information (FIDs) departures and arrivals
> Passenger special offers, including discounts at cafes, Duty Free, hotels.
> Aviation police notices/posters and emergency messaging
> HAL terminal wayfinding
> Passenger security messages and warnings

> Passport Control – notices/posters and emergency messaging
> Baggage collection conveyor notices and advice
> Onward journey information – bus, train, walking
> HAL bus terminals – bus real time information

**London Heathrow Airport -** Mobile customer information totems

Our solution

The Inform by L.B. Foster customer information totem is a completely self-contained solution to mobile customer information messaging. The battery-powered mobile totem display features wireless and mobile technology that delivers important customer messages during times of travel disruption, as well as general messaging and advertising when not required for disruption messaging.

Using the latest in high definition video displays, the totem is capable of running for 24 hours on a single charge from its built-in batteries. Integrated Wifi and 3G/4G mobile communications allow this unique display to connect to a variety of information systems.

The Inform range of displays, including the Disruption Management System, are fully Section 12 compliant with the use of low smoke zero halogen cables, fume components and sealed IP65 enclosures to contain noxious substances in sub-surface and fire-critical environments.

Utilising the L.B. Foster Inform Media suite of software to tailor the solution to the exacting requirements of Heathrow Airport enables L.B. Foster to deliver a solution that ticks every box of the clients' requirements and much more.
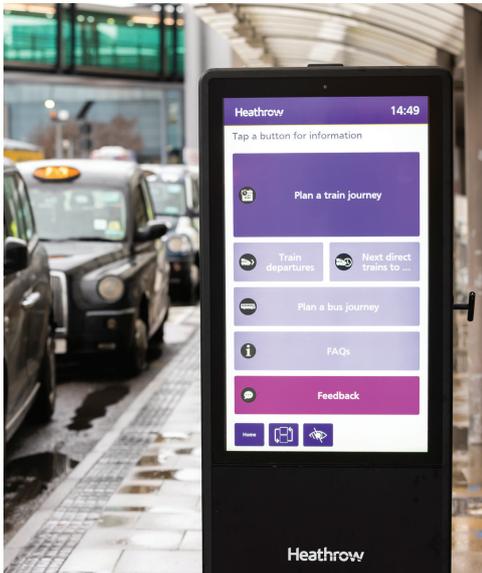
What they said

"The team at L.B. Foster has been great to work with and has gone above and beyond, really showing us how quick it is to display information on a tight schedule.

The totems have proven to be very user-friendly, with only a short presentation needed to train staff. The simplicity of deploying them has been a great advantage when choosing where they can be best used. In a short time, the trial has generated multiple enquiries from different projects around the business in passenger facing areas. We are glad to be working with L.B. Foster and hope to grow a long term relationship, delivering improved communications to Heathrow's passengers together."

Heathrow Airport Holdings Limited

LBFoster®