



Photo Credit: Moment Factory

## From Worn-out to Impressive, Newark Liberty Airport Arrives with a Few Surprises

Nanolumens' digital canvases offer travelers at EWR both pertinent and engaging information with over 63 million pixels.

New Jersey's EWR airport has had a poor reputation over the years. The Port Authority set out to change that with much-needed improvements to Terminal A as a first step in elevating the airport's standing in customer satisfaction.



## The Challenges & Solutions

Newark Liberty International Airport (EWR) has consistently ranked among the least favorable airports globally due to its cramped and outdated terminals, as well as its inefficient security screening processes. With the recent impressive innovations and improvements, it's expected to handle nearly 14 million passengers annually, with 33 gates spread out over 1 million square feet.

Nanolumens, in partnership with Moment Factory, Electrosonic, the Port Authority of New York and New Jersey, and Munich Airport NJ LLC, accepted the challenge and crafted a collection of expansive multimedia installations aimed at leaving travelers with a timeless perception of New Jersey's offerings.

Dubbed the Digital Journey of Surprises by the design team at Moment Factory, the installations offer travelers key touchpoints of the passenger experience from drop-off to take-off. With well over 63 million pixels available on the brilliant digital canvases supplied by Nanolumens, the project partners created a distinct multi-faceted encounter meant to soothe and educate passengers about the people, landmarks, and opportunities in New Jersey.



Photo Credit: Moment Factory



“As a major air travel hub, Newark serves as a gateway for popular destinations across North America and abroad. Now visitors to the New Terminal A will view New Jersey as a diverse and lively destination in its own right,” says Amy Chartrand, Creative Director, Moment Factory. “Whether New Jersey natives or international travelers, everyone who sets foot in Newark will feel the New Jersey spirit and learn something surprising about the state.”



Photo Credit: Moment Factory

Through a series of strategically designed experiences, the project partners enabled passengers to delight at display features as they are welcomed into the airport. Then through features aimed at making the gate experience more efficient, the partners collaborated to create displays that communicate visually and foster trust in the airport with rich amenities.





Photo Credit: Moment Factory

## The Results

Passengers are initially met with the Security Information Displays (SIDS). These 2 striking visual displays convey important security-related information to passengers before their flights. Each of the SIDS are 30' wide by 2.5' high and utilized Nanolumens' 1.87mm Engage dvLED to create digital canvases with over 1.7 million pixels. These types of displays can include various forms of information aimed at enhancing passenger awareness and safety.

They then come upon the Welcome Wall Banner, a 230' wide by 8' high canvas that blends into the buildings' architecture to create a warm and calming environment. For this display, Nanolumens used their 2.5mm Engage Series to create a canvas with over 26.5 million pixels. This indoor cabinet provides an exceptional level of detail for up-close viewing with its fine-tuned narrow pixel pitch.

Upon passing through security, the voyage continues as travelers descend into the Retail Hall, being greeted by the captivating Forest of Firsts. Comprising a collection of eight towering dvLED pillars, each ranging from 15 to 27 feet in height, this installation



Photo Credit: Moment Factory

stands as a magnificent tribute to the trailblazing essence of New Jersey. In this area Nanolumens designed a total of 33 displays in various sizes to emulate a digital forest. Each display utilized the Engage Series 1.87mm built to meet TAA compliance standards and engineered with complete redundancy. The careful placement of the dvLED pillars maintains a smooth flow of traffic even when travelers stop to explore something that catches their eye within the 340,000 pixels on each side of the screens.

As passengers embark upon their destination at Newark, they are then met by 28 Gate Information Displays (GIDS). These are multi-sided gate pylons that are 4' wide by 23' high comprised of 1.87mm Engage Series panels. These ultra-slim displays offer razor-sharp details on over 2.3 million pixels on each side. Communication and entertainment all rolled into a sleek and innovative way to convey the excitement of their destination as well as pertinent flight details.

Along with the GIDS, Nanolumens collaborated on displays in 4 of the Hold Rooms. These screens are practical but also meant to provide digital art to the area and are designed to provide a sense of soothing, calm and relaxation. This part of the project included 4 displays that are 12' wide by 7' high. Nanolumens continued their use of the





Photo Credit: Moment Factory

1.87mm Engage Series here as well, with over 2 million pixels available on each display. Engage displays offer wide viewing angles that allow passengers to remark on the entertaining content while waiting for their flights.

In addition to this area, Nanolumens provided 16 double-sided curbside displays with airline logos to indicate each drop-off point. The entire project is the first step in beautifying and updating the airport.

The Newark Liberty International Airport (EWR) Terminal A placemaking displays were installed over the final 4 months of the new facility construction. Terminal A is the first step in the overall master plan for Newark Liberty Airport that will help show its direct connection to the State of New Jersey as well as a major gateway to the USA and New York City.





Photo Credit: Moment Factory