



Passenger Services at Dubai Airport Leaps Ahead

Airport Channel Powered by Scala Software Informs Travelers

DUBAI, UAE – Gone are the days when the television was just a gadget of entertainment. But how if it is assigned to enhance the services to the passengers using the Dubai International Airport!

A thought of this kind has triggered the idea of using the existing Master Antenna Television Network (MATV) to convey useful information to the passengers who spend some time in the boarding lounges prior to boarding. Further research and development of this idea by the engineers gave birth to "The Airport Channel".

The MATV System in airport was originally installed in Sheikh Rashid Terminal as part of ongoing expansion projects. The Engineering Services Division (AV & Security team) with their indigenous design has extended this to cover the large area of Terminal 1. As a result of this, the network has an in-depth coverage in Terminal 1, Sheikh Rashid Terminal and the Tunnel.

The initial phase of this project, which is now completed, has focused the boarding lounges, as it is where the passengers are held without much to do for a while (waiting to board). The 32 boarding lounges in Sheikh Rashid Terminal are grouped into 16 broadcasting segments each comprising of 2 lounges.

The varieties of contents are piped into various broadcasting segments (lounges). This information could be about the various tourist points at destination, the hotels in that city, restaurants catering for those who have special diet, etc. Or it could be various TV programs carefully tailored (scheduled) to make it a mixture of news, entertainment, sports, climate, etc in the best possible languages depending on destination and availability of contents.

Revenue generation through advertisements is one of the star attractions of this system. The advantage is that the advertisements can be targeted to a group who are heading to a common destination and the audience is assured with high degree of penetration.

The sources of these advertisements are expected to be various tour operators, international hotel groups, tourism departments of various countries, manufacturers marketing their consumer commodities, etc.

Instant personalized messages and information for passengers can be pasted on top of a running program or as a scrolling subtitle.

Tips on on-board safety, weather at destination, a familiarization of the airport at destination, etc can also be displayed.

A team of engineers under the leadership of Mr. Omar Jassim Binadai General Manager Airport Systems, who always encourages the sensible utilization of state of the art technologies to enhance the services to passengers, has conceived and developed this idea in to a full-fledged project. The wholehearted support from the Director Engineering Services and Director Engineering and Projects has turned this project into a reality.

About Scala Computer Television BV

Founded in 1987, Scala pioneered the cable TV industry with software and services to allow users to create localized channels inexpensively. Today, Scala has grown to lead the corporate communications, retail dynamic signage, and interactive kiosk industries as well. With an unrivaled software suite to handle authoring, networking, monitoring, and logged playback, Scala has been the choice of tens of thousands of customers worldwide. Built on reliable and flexible network architecture, Scala software can support nearly any existing infrastructure from dial-up to LAN to Wi-Fi to satellite and terrestrial-based multicast networks. Scala's powerful and efficient store-and-forward design allows the control of unique content on a single cable headend or thousands of remote displays or kiosks from a single desktop PC without the constraints of streaming video.

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