PROJECT PROFILE

Tom Bradley International Terminal at Los Angeles International Airport

Stunning AV Technology Takes Passengers to New Heights

The new Tom Bradley International Terminal at Los Angeles International Airport (LAX) offers passengers a unique travel experience with its Integrated Environmental Media System (IEMS), a series of seven digital media features integrated into the interior architecture. Electrosonic was tasked by Los Angeles World Airports (LAWA) with the engineering and system integration of the IEMS components, and the build out of the IEMS control room.

The IEMS is located in the 150,000-square-foot Antonio Villaraigosa Pavilion (Great Hall) and consists of the Welcome Wall, the Bon Voyage Wall, the four-sided Time Tower, the Destination Board and Story Board and two portals that usher travelers to their gates. Each media feature serves a specific purpose for the passengers, offering sponsorship opportunities for
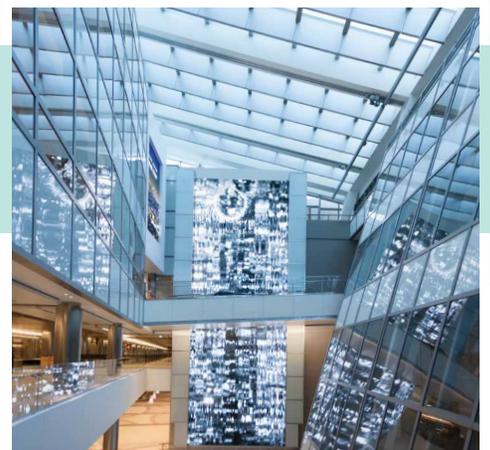
marketers, and dazzling with its ability to merge the latest technology with soaring architecture.

The Welcome Wall, which displays scenes of greeting for arriving passengers, is a high-resolution 6mm LED wall measuring 26 by 84 feet, divided into two screens and surrounded by a decorative glass frame. The Bon Voyage Wall, with content inspired by photographer Philippe Halsman's Jumpology photographs, is a similar configuration with dimensions of 13 by 23 feet.

The 80-foot wide Destination Board displays flight details from the Flight Information Display System database. The high-resolution 6mm LED screen is partitioned into a central display flanked by informational side panels and framed by a low-resolution crown of LEDs. Content on the side panels is linked in real time

Photos: Smart Monkeys

to destination flights displayed on the board to provide travelers with fun facts, weather briefs and images of destination cities.

The four-sided Time Tower is built around the elevator tower and is designed to explore time as part of the travel experience. It is 72 feet high with a base of diffused glass panels and an interior layer of 10mm LEDs. Sensors sensitive to passenger gestures create constantly changing patterns. The upper surface features high-resolution 6mm LEDs and integrates a functional clock face. Electrosonic also coordinated with the LAX audio system, which uses very complex zoning, and delivers safety and emergency messages, to ensure proper audio playback.
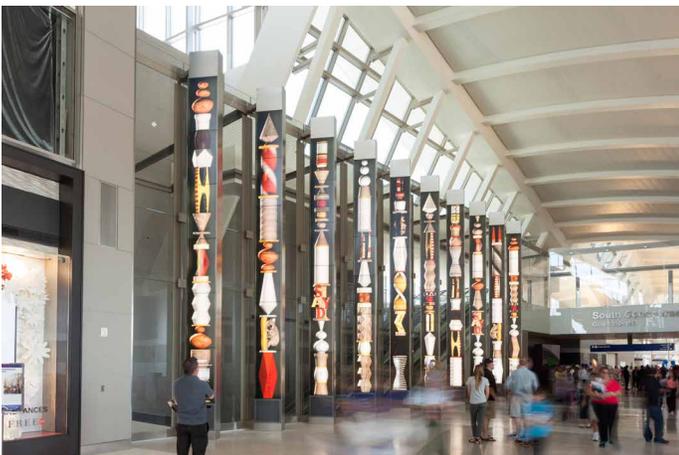
The 120-foot-long Story Board features high-resolution 6mm LED tiles, which form five display walls of varying size and shape across a structural frame. Electrosonic worked closely with all the vendors to achieve pixel-for-pixel consistency for the custom content.

As passengers move toward either the north or south concourse, a series of ten 28-foot-tall columns form a visual portal to their destination. Each column, consisting of six vertically stacked 55-inch LCD monitors, displays content themed around the art traditions of destination cities. Speakers and motion sensors help to enhance the experience.

Electrosonic also designed the layout and installed the Main Equipment Room (MER), which is comprised of a control and rack room. Cameras in the terminal that show the content-display status of each feature allows a single operator to monitor all features simultaneously. Electrosonic also has people on site for 24/7 operation and maintenance of the system.

Visual Portal

Time Tower