



**LAX** IS HAPPENING™

**FACTS ABOUT  
MODERNIZING LAX**



## NEW TOM BRADLEY INTERNATIONAL TERMINAL INTEGRATED ENVIRONMENTAL MEDIA SYSTEM

### ■ PROJECT DESCRIPTION

The New Tom Bradley International Terminal (TBIT) features the most advanced multi-media environment in a North American airport. The Integrated Environmental Media System (IEMS) is designed to create both an unprecedented passenger experience and a new source of non-aeronautical revenues for Los Angeles World Airports. The revenue-generating platform is considered the first sponsorship program at a U.S. airport.

The IEMS includes seven architecturally-scaled media features built within the fabric of the new terminal's architecture, with each feature designed to enhance a particular aspect of the passenger departure or arrival experience.

The IEMS is the first media system to synchronize multiple features through a state-of-the-art, content management system that creates an integrated environmental experience based on intelligence from live data, including flight departure and arrival information, and passenger interactions.

Comprising over 12,000 square feet of Light Emitting Diode (LED) tiles, hundreds of Liquid-Crystal-Display (LCD) screens, and some 60 ultra-high-resolution multimedia productions totaling more than four hours of original content, the IEMS sets a new global standard for airport media systems.

Every aspect of the IEMS is carefully designed to enhance the passenger experience. Much more than screens on walls, this system is an integral part of the built environment that is in seamless interplay with the interior architecture. Carefully curated multimedia content celebrates the joy and romance of travel and highlights Los Angeles's unique personality as a world-leading creative hub – helping reinforce passengers' sense of place and making the TBIT experience even more memorable.



### ■ IEMS FEATURES

The IEMS is comprised of seven iconic, architecturally-scaled media features designed in collaboration with the terminal's architect, each with a specific identity tied to the passenger experience.

#### **Welcome Wall**

As inbound passengers set foot in L.A., they are greeted by the Welcome Wall. This dramatic, 80-foot-tall media feature, horizontally bisected by a departure bridge, is viewed as passengers descend a two-story escalator to the Baggage Claim Area.

The Welcome Wall multimedia content includes stunning atmospherics and joyful scenes of greeting. In addition to a series of virtual cascades that refresh passengers' senses, Moment Factory used the visual gap between the upper and lower screens to playfully express the delight of travel and the soul of Los Angeles through a series of magical transformations. Digital Kitchen developed a

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variety of LAX brand expressions, from a flowing cloudscape to an L.A. shoreline with text overlays that dynamically change to reflect the native languages of inbound passengers.

#### Bon Voyage Wall

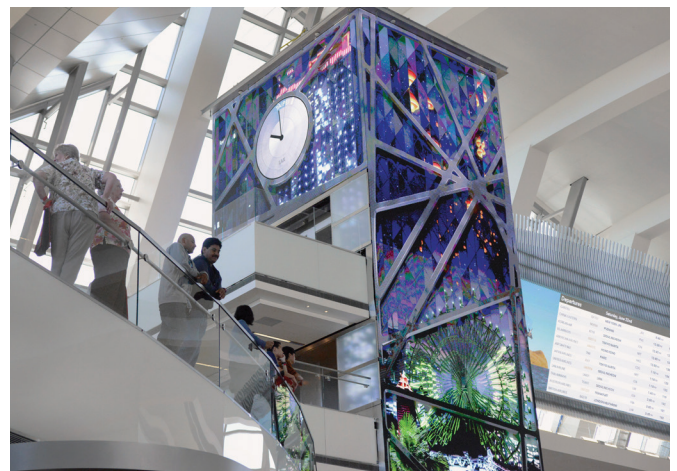
The Bon Voyage Wall is designed to provide a unique-to-LAX “send off” for departing passengers as they clear passenger security screening and cross the departure bridge en route to the Great Hall. Inspired by legendary photographer Phillippe Halsman’s Jumpology photographs, Moment Factory filmed L.A. locals jumping joyfully in super-slow motion to create a variety of vignettes expressive of the city’s diversity, creativity, and energy. At times the LAX-brand expression by Digital Kitchen will be expressed on the Bon Voyage Wall and interlaced with Jumpology images developed in collaboration with Moment Factory.

#### ■ STORY BOARD

The first feature passengers will see as they enter the Great Hall, the Story Board is a 120-foot array of multiple LED (light-emitting diode) screens spanning the west side of the grand space. Inspired by the multiple panels of creative industry storyboards, this feature is designed to be appreciated from different angles and vantage points. Both Moment Factory and Digital Kitchen created “ambient narratives” for the Story Board – visual tales that can be appreciated either as moments of pure beauty or as stories with narrative arcs. These include journeys through destination cities, evocative stories of travel and transformation, vignettes and visual panoramas from Los Angeles and from around the world.

#### ■ TIME TOWER

A 72-foot-tall, four-sided media feature, the Time Tower was built as a secondary structure around the Great Hall’s elevator tower in conjunction with the architectural design. The Time Tower has a base of diffused glass panels and an interior layer of LEDs. The diffusive effect of the glass panels was used to eliminate the pixilation of the LED displays when passengers are close to the feature. Moment



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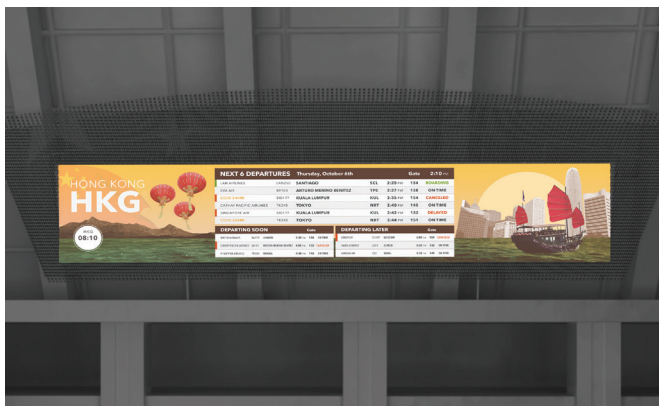


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Factory used the base as an opportunity to create an interactive surface that reacts to the gestures of passengers by triggering customized, real-time visual effects. The upper surface of the Time Tower is composed of very-high-resolution LEDs. A functional clock face is integrated into the feature, driven by the airport's universal clock. The Time Tower is designed to both “tell time” and “reveal time” as part of the travel experience. Moment Factory developed the identity of the Time Tower around an imaginary time structure consisting of 24 “structural” ribs, which move in cadence during the day as a world clock, linking LAX time to time in its destination cities around the globe.

### ■ DESTINATION BOARD

Conceived as a “data cloud,” comprised of the main Flight Information Display and two side displays, the Destination Board presents visual data on destination cities. An arc of LED fins provides both a visual shading device and an iconic crest, which displays graceful patterns of content designed to evoke the incoming digital information being relayed to the display. Digital Kitchen designed the identity content for the Destination Board, including a generative graphic driven by flight departure information and live data feeds.



### ■ NORTH AND SOUTH CONCOURSE PORTALS

Each of these features consists of ten 28-foot-tall columns of vertically-stacked LCD (liquid crystal display) monitors that provide a transitional experience as passengers leave the Great Hall enroute to their departure gates. Moment Factory created a series of mesmerizing interactive experiences, each themed around the art traditions of various destination cities. As passengers walk by, their movements trigger sound effects and transform the visual content. Outbound flight data is used to select from a range of different effects – mosaic tiles that flip and tumble; water reflections that ripple outward; totem-like pillars; representative objects that spin – all celebrating passengers’ journeys to the international destinations accessed through the New Tom Bradley International Terminal.

### ■ PROJECT HIGHLIGHTS

- First fully-integrated, multi-feature media environment
- First four-sided permanent media feature
- Industry’s first corner LED tiles
- More than four hours of original multimedia content at resolutions up to eight times standard high definition

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- Passenger actions and movements trigger interactive video effects
- First flight arrival and departure information linked to dynamic, real-time, multimedia content
- First full integration of broadcast audio visual, enterprise-grade information technology, and show-control technologies to manage rendered, interactive, and data-driven content across multiple features and platforms
- Universal world clock used to create a three-dimensional representation of 24 world time zones
- First deployment of corporate sponsorships in a U.S. airport

### ■ CONSULTANTS

**Project Director:** MRA International directed the conceptualization and execution of the IEMS. MRA also developed the revenue-generating platform to provide a new source of non-aeronautical revenues for LAWA.

**Design Director/Creative Producer:** Sardi Design designed the seven iconic media features with MRA international; co-created the identity concept for each of the seven iconic features and directed content production.

**New TBIT Architect:** Fentress Architects supported the execution of the Sardi/MRA design through a collaborative effort focused on seamlessly integrating the IEMS features to the building architecture. Fentress Architects and its sub-consultant team provided detailed integration with the building systems, which included specially-designed mechanical, electrical, communications, and audio and data network systems to support this unique media installation.

**System Designer and Technical Consultant:** Smart Monkeys Inc's system supports mapping content onto the seven large-scale, multi-dimensional media surfaces; interactive programming; data-generated content; and multi-feature scheduling. The system also supports multiple displays to be integrated into the terminal concourses by a third-party media operator (to be competitively selected by LAWA). The system was engineered to provide a one-of-a-kind fusion of broadcast audio visual, digital signage, enterprise grade IT, and advanced show-control technologies.

**Executive Content Producer:** Moment Factory developed, produced and integrated the multimedia and interactive content, including dynamic, real-time motion graphics. Over four hours of original, foundation content were developed, comprising 62 separate productions, to support the identity of each of the media features as distinct interfaces for passenger engagement. The multidisciplinary team used a variety of production and post-production techniques, including video shoots in studio and around the world, choreographed dance performances, photo-realistic 3D architectural simulations, innovative interactive installations, and advanced motion graphics.

**Content Producer:** Digital Kitchen, a Los Angeles-based creative and environmental design agency, filmed in L.A. and in cities around the world, as well as developed the identity information graphics and generative content for the Great Hall's Destination Board.

**Systems Engineering and Integration:** Electrosonic Inc., a Los Angeles-based, nationally renowned leader for complex audio-visual systems integration, integrated the entire system, from the backend equipment and control room out to the media features and gate displays.