

## **BAA Heathrow Airport Express specify Esprit Digital for advertising screen rollout**

Esprit Digital, the company who make escalator panels for the London Underground, has just completed the installation of 168 screens into Heathrow Airport. The new full-motion digital posters are sited at eye level on escalator runs, walkways and in lifts and will be seen by all passengers travelling to and from Central London on the 15-minute express service to Paddington.

In the biggest deployment of digital technology on any rail link worldwide, a combination of 22" and 32" portrait LCD's with built-in PC's have been housed in stylish 50mm deep stainless steel enclosures. To further increase the impact, each run of screens has the ability to synchronise content allowing images to follow the audience on their journey through the airport.

Esprit has designed, manufactured and installed the hardware and will be maintaining it for the next 5 years. The software is being provided by Fujitsu and the advertising is being sold by JCDecaux.

Alan Sullivan, Sales director, JCDecaux Airport said, "This is the most exciting and engaging new digital communication opportunity for advertisers.....we are fully sold even before our launch date."

Peter Livesey, Managing Director, Esprit Digital said, "We are delighted to have delivered another world-class, mass transit digital screen network on time and within budget."

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