

Iberia Airport Services, Spain

Barco's video wall offers a full, crystal-clear view on operations



“As the OV-D2-series are designed and optimized for use in a 24/7 mission-critical environment, boasting outstanding picture quality, reliability and ease of use, Barco had the perfect offering for us.”

*Dimitris Bountolos, Madrid-Barajas
Airport Deputy Director*

Madrid-Barajas is Spain's largest and busiest airport, handling more than 40 million passengers a year. Established in 1928, it has since grown to become one of Europe's main aviation centers, currently number four in the ranking. In this very dynamic environment, Iberia Airport Services plans and monitors all Iberia's ground handling activities.

To maximize the effectiveness of these operations and, consequently, enhance customer safety and services, Iberia recently centralized all monitoring activities in a brand new Hub Control Centre (HCC). A large Barco video wall forms the centerpiece of the HCC, offering a full view (literally and figuratively) on all handling tasks and handling-related events.

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Iberia, Spain's biggest air transport group and the fourth-largest in Europe, boasts a long history of innovation. It was Spain's first airline, the first to fly between Europe and South America, the first to establish a walk-on air shuttle service, etc. Today too, the company is constantly optimizing its fleet, technology and services to deliver added value to Iberia passengers. The brand-new Hub Control Center (HCC) which Iberia opened in Madrid's Barajas Airport in 2009 perfectly testifies to that strategy.

At Madrid-Barajas, Iberia Airport Services performs hub control by monitoring all KPIs related to ground handling (e.g. delays) and the status of several processes during crisis moments. Due to the size of and distances between Barajas' terminals, these control and monitoring activities were dispersed in 19 different control centers, each with their own specific responsibilities.

Towards centralized control

"Because of this decentralization, we had a limited view of operations," explained Dimitris Bountolos, Madrid/Barajas airport deputy director. "Duty managers had to rely on the phone and old-fashioned walkie-talkie communications to keep abreast of everything that happened. As a result, they were often unable to foresee, and thus to prevent, bottlenecks and conflicts."

To tackle this problem and, consequently, boost customer service levels, Iberia decided to switch to a system of centralized monitoring, encompassing all operational areas. A new Hub Control Centre (HCC) was to be built, designed as the nerve centre of an integrated service provider.

The perfect offering

In October 2007 Iberia signed a contract with GESAB, a civil engineering contractor experienced in control centers. As the visualization of KPIs is crucial for sound ground handling management, GESAB relied on Barco to deliver a high-quality video wall. Bountolos: "We had several important requirements for the display. Firstly, it had to be able to visualize specific crisis scenarios. In addition, the video wall would need to handle various input types: VGA, standard video feeds, etc. All this non-stop, 24/7. And as Iberia also attaches great importance to the environment, continuity and sustainability, the solution had to ensure low maintenance and long lamp lifetime." As Barco's Overview-D2 series are designed and optimized for use in a 24/7 mission critical environment, boasting outstanding picture quality, reliability and ease of use, Barco had the perfect product offering. They delivered a video wall consisting of 70" Overview rear-projection modules with DLP-technology inside, in a 5x1 set-up.

High-quality collaboration and products

The project only took four to five months to go from definition to implementation. Bountolos: "Our team enjoyed a good cooperation with the Barco engineers, who chose for a collaborative approach with the rest of the contracted suppliers. They were very accurate and offered good training to all our people." Once live, the video wall managed to meet or even exceed the expectations. Operators praise the exceptional contrast, brightness, vibrant colors and readability promoted by DLP technology. The dual-lamp system and the durable components ensure maximal reliability. In addition, operators find the system very user friendly, thus allowing them to configure the displays to their needs and wants. "Once a scenario has been created, further operation goes very smoothly," Bountolos explained.

Outstanding project management

Today, Barco's video wall forms the centerpiece of the HCC, offering operators access to video over IP, internal web pages, tools, graphical representations and much more besides. Management decisions and operational actions are underpinned by comprehensive views of all handling tasks and handling-related events. "Our Hub Control Centre provides an overall, process-oriented monitoring capability to identify problems at the earliest possible stage and identify and broadcast their impact. In this way, it helps us minimize delays, reduce the number of disconnected passengers and luggage, solve incidents quickly and many more activities that improve service quality," Bountolos concluded. "The high-quality of Barco's products and services makes reaching that objective so much easier." No wonder then that Iberia is already considering extending its solution with four more Barco cubes.

M30202-R00-0310-AN

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