



Advertiser response to Digiboard’s video walls at Istanbul Ataturk and Bodrum airports in Turkey has encouraged it to deploy two more installations, in the domestic terminals of Izmir Adnan Menderes and Dalaman airports.

Together, the six 138-inch video walls that Digiboard now operates at the four airports are seen annually by some 60m passengers. The firm also runs more than a hundred smaller screens across the four sites, which include the international terminal at Istanbul as well as Bodrum’s domestic terminal.

The video walls show ads from organisations including banks, government ministries, fashion brands and others. The Messenger platform from C-nario enables advertisers to upload and approve ads via the Web.

“It made perfect sense to use C-nario’s software in Izmir Adnan Menderes and Dalaman given its previous success with video-wall networks in Turkish airports,” said Lazar Demisulam, Digiboard’s CEO. “Advertisers at Istanbul Ataturk and Bodrum were very satisfied.”

“We harnessed in this project our experience and expertise in major airports worldwide, including New York’s JFK, Shanghai, Milan, Mumbai, and many others,” said C-nario’s CEO Tamir Ginat.

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