



Case Study

Delivering High-Impact Screens in a Live Airport Environment

Designing, installing & commissioning large-format LED display systems to enhance passenger experience, communications and commercial opportunities across a complex, operational airport estate.

Four

large-format and modular LED display systems

Live environment

installed with minimal disruption to day-to-day airport operations

High-impact audio visual

commercial-grade LED technology for clear, engaging visual content

Passenger information

providing vital, real-time information across key terminal areas

Multi-location deployment

installed at key passenger entry and transition points

Solution partner

Absen



Client Overview

Gatwick Airport is the **world's busiest single-runway airport**, supporting millions of passengers each year and operating within a highly regulated, security-critical environment. Alongside the operational demands of a major international transport hub, Gatwick is continuing to invest in its estate to improve passenger experience, upgrade infrastructure and create new commercial and communication opportunities.

LMG has **partnered with Gatwick Airport** for over 14 years, delivering **digital infrastructure, networks, security systems, meeting room technology** and **large-format LED display solutions** across the estate.

The Challenge

As part of a wider airport transformation and rebrand, Gatwick Airport sought to install **four large-format digital LED displays** at prominent entry points within the terminal environment.

The objective was to create an immediate "wow factor" for passengers, delivering **visually engaging** content that could support **branding, real-time communications** and future **advertising opportunities**.

The project presented several challenges:

- Limited structural information at the proposed display locations required detailed **design-stage surveys** and the development of a **bespoke glass-façade fixing solution** in collaboration with civil engineering specialists
- Installation within a live, fully operational airport - works were predominantly undertaken out of hours, with programmes condensed to **avoid peak passenger periods** and accommodate seasonal holiday traffic
- Tight delivery **timeframes** aligned to a high-profile stakeholder event
- Strict aviation **security, safety and compliance** requirements
- Complex access and **working constraints** typical of airport environments

Achieving a **high-impact visual result** while **maintaining safety**, programme certainty and **minimal disruption** was central to this project.

Key Requirements

- Supply and installation of **large-format modular LED display systems**
- **High visual performance** suitable for bright, public terminal spaces
- Structural designs **compatible with existing airport constraints**
- **Compliance with aviation security** and airport development standards
- Installation within a **live operational environment**
- **Minimal disruption** to passengers, staff and operations
- **End-to-end delivery**, testing and commissioning
- **Scalable solution** capable of supporting future content and **revenue generating commercial use**

The Solution

Working with our solution partner **Absen**, we delivered an **end-to-end large-format LED display solution**, taking responsibility for **design, coordination, installation and commissioning** of four **Absen All Weather 2.5mm pixel-pitch LED walls** across key locations within the airport.

The LED technology was selected to deliver:

- **High brightness and clarity** in demanding lighting conditions
- Seamless, large-format visuals with **strong visual impact**
- **Long-term reliability** and suitability for continuous public use

The sizes varied in each location (metres):

- North Terminal Lower Forecourt - **6.5m x 1.0m**
- South Terminal Lower Forecourt - **10.5m x 2.0m**
- North Terminal Upper Forecourt - **13.5m x 1.25m**
- South Terminal Upper Forecourt - **13.5m x 1.75m**

Each installation was carefully engineered to suit its **specific location**, addressing structural uncertainties through detailed assessment and design development. Operating within a live airport environment, LMG worked closely with Gatwick Airport stakeholders to coordinate access, scheduling and installation sequencing. Works were planned to **align with operational requirements**, with installations carried out during off-peak periods where possible to **minimise disruption**.

Managing Complexity in a Live Airport

Delivering large-format display infrastructure within a live operational airport estate required meticulous planning and close collaboration.

Key elements included:

- Navigating **restricted access** with strict airport physical **security requirements**, ensuring Aviation Security in Airport Development (**ASIAD**) **compliance**
- Coordinating **multiple stakeholders** and approval processes
- **Aligning** installation works with airport operational windows

LMG's long-standing relationship with Gatwick and deep understanding of its environment enabled the project team to **manage these challenges** effectively, ensuring **safe delivery** without impacting day-to-day airport operations.

The Results

The completed LED large-format display installations have delivered clear, **measurable benefits** for Gatwick Airport:

Enhanced Passenger Experience

The screens create a strong first impression at key entry points, supporting Gatwick's refreshed brand and delivering a welcoming, high-quality visual experience.

Improved Communication

Large-format digital displays enable clear, dynamic communication with passengers, staff and visitors, supporting real-time information and messaging.

Commercial & Revenue Opportunities

The screens provide Gatwick with future flexibility to support advertising and future partnerships.

Operational Confidence

Robust, commercial-grade **AV technology** ensures reliable performance in a demanding, high-traffic environment.

The project was successfully completed in time for a major stakeholder event, underlining LMG's ability to **deliver complex large-format display solutions against fixed deadlines**.

Ongoing Partnership

Work on the digital display programme is ongoing, with LMG continuing to support Gatwick Airport as it evolves its digital, communications and passenger-experience strategy.

Customer Comment

"LMG excels at navigating the complexities of delivery within a dynamic airport environment."

