

NEC Display Solutions Client Installation **Transport and Digital out of Home**

# ST PANCRAS INTERNATIONAL STATION

ENHANCING THE PASSENGER EXPERIENCE THROUGH DIGITAL ADVERTISING

Employing digital communication methods to engage with its customers and enhance the passenger experience, Eurostar International Ltd contracted JCDecaux Airport to install and manage a digital screen advertising network at its iconic London home using NEC public displays.



In 2007, St Pancras International station became the new central London terminal for Eurostar, introducing the UK's first high-speed line connecting the UK with Continental Europe. One of the largest transport hubs in Europe with nearly 9 million passengers passing through St Pancras in 2010, Eurostar planned to engage with their passengers via digital advertising locations installed throughout its departure and arrivals areas.



Winning the contract to be the first digital advertising supplier at St Pancras International station, Julie France, Managing Director of JCDecaux Airport said, "The Eurostar proposition will offer an important communication channel at a key international gateway. It will open up huge potential to engage desirable passengers in the run-up to the London 2012 Olympic Games and beyond."

Eurostar were impressed by JCDecaux's experience of working with other transport hubs, James Cheeswright, Chief Financial Officer for Eurostar International Ltd commented "we're confident that they'll provide Eurostar passengers with well-designed advertising that will enhance the customer experience."

## THE CHALLENGE

Built in the 1860s, the Grand 1 listed St Pancras station is often termed the 'cathedral of the railways'

and is an impressive example of Victorian gothic architecture. Required to preserve the iconic St Pancras architectural context, JCDecaux and Eurostar consulted with English Heritage regarding the design and positioning of the digital displays. English Heritage provided a brief to which a prototype display housing was designed using appropriate materials and this was approved by English Heritage and Camden Council.

## THE SOLUTION

THE NEC SCREENS WERE CHOSEN FOR THEIR RELIABILITY

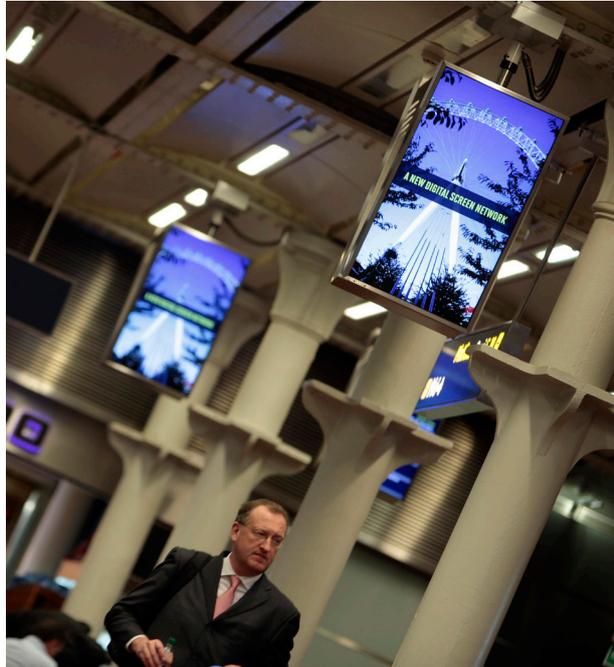
Looking for an installation partner to provide the digital screen hardware, JCDecaux demanded consistency in quality and longevity. Doug Jones, Digital Project Manager at JCDecaux said "the NEC screens were chosen for their reliability, within the available market they were the most reliable

option for this particular project." With their unique heat management system, the NEC screens were capable of robust 24/7 operation within the housings approved by English Heritage.

With high-contrast, premium-grade panels and an industrial-strength design the 40" MultiSync® P402 displays are built for heavy-duty operation. The P Series models have the ability to digitally daisy chain displays over DVI and DisplayPort, a highly versatile feature fitting the back to back specification at St Pancras.

**THE RESULT**

Under the five-year contract, JCDecaux has installed 64 x 40-inch NEC screens in a back to back formation upon which they can sell advertising and provide customer information. They have already



carried advertising Digital out of Home campaigns from major brands including Vodafone, Casio, Kindle, Burberry and D&G. The screens have a live

update capability so potentially there is scope for Eurostar to run emergency announcements on the network if required.

**INSTALLATION INFORMATION**

**SITE INFORMATION**

**SECTOR**  
Transport and Digital out of Home

**CLIENT LOCATION INFORMATION**  
St Pancras International Station  
Euston Road  
London

**INSTALLED NOVEMBER 2011**

**EQUIPMENT AND BENEFITS**

**64 x MultiSync® P402 40" premium-grade displays in back to back formation.**

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