



Digital Signage in the Central Wisconsin Airport Helps Advertising Take Flight!

The Central Wisconsin Airport introduces a new way for companies to advertise to travelers and patrons within the airport. Digital signage kiosks from Becker Communications use electronic LCD screens and Panphonics Sound Shower® directional speakers to deliver information, advertisements, and other content to target areas.

Central Wisconsin Airport in Mosinee, WI, USA, recently replaced several static kiosks located throughout the airport with new Digital Signage Kiosks from Becker Communications, Inc. While the static kiosks in the airport allowed for only one advertiser, the new Digital Signage Kiosks feature three 42" vertical LCD screens allowing multiple advertisers in the same footprint. All the new kiosks broadcast the same content throughout the airport giving the advertiser more bang for their buck when compared to the traditional forms of advertising.

Project Partner:
Becker Communications, Inc.

Becker Communications, Inc. is an integrated marketing solutions company focused on Digital Signage including content development, Interactive Permanent Point of Purchase Displays, and Tradeshow services. Becker Communications is based in Wausau, WI.



The benefits of digital signage for advertisers is that it offers a superior return on investment when compared to traditional printed signs, and increased flexibility and variability in that the content can be easily changed as often as the advertiser desires. In addition, content-rich video and animation can be shown, and the signs can adapt to the context and audience—even interactive application on large LCD touch screens. Each advertiser receives a 30 second spot that plays every half hour, 24 hours a day, 7 days a week, on all 12 screens located throughout the airport. Having the ads play on multiple screens gives advertisers more viewer touch points.

CWA teamed with marketing and communications specialists Becker Communications for the launch of this new program. Becker designed and fabricated the kiosks, and also integrated the hardware and software systems used to drive the content. Becker is also the exclusive provider of all content production for the CWA program branded Ad-Way.



Sound Shower® lightweight, ultrathin directional audio speakers from Panphonics enable targeted audio content to be delivered to specific areas throughout the airport. Visitors can hear crisp, clear audio when standing within the target area, but the sound quickly disappears when they step away. Sound Shower® directional speakers have helped Becker Communications to create advanced, stylish kiosks that deliver valuable information to travelers, and a powerful advertising tool for advertisers.

Central Wisconsin Airport
200 CWA Drive, Suite 201
Mosinee, WI 54455



Panphonics is the world's leading provider of directional audio speakers. Founded in 1997 and headquartered in Espoo, Finland, Panphonics delivers targeted audio solutions for acoustically demanding applications. Panphonics lightweight, ultrathin Sound Shower® directional audio speakers can be found in banks, retail stores, digital signage projects, museums, information kiosks, service stations, theaters, and offices throughout the world. Panphonics is also a major component manufacturer and licensor of plane wave technology for industrial audio manufacturers and audio solution providers.

PANPHONICS

USA Office
2709 Electronic Lane
75220 Dallas, TX
tel. 888-228-1911
fax. 214-366-6586

International Office
Olarinluoma 16
02200 Espoo, Finland
tel. +358 9 8193 8560
fax. +358 9 8193 8561

www.panphonics.com
info@panphonics.com

