

Buffalo Niagara International Airport

Stampede partnership takes airport signage to a bright new level



▲ A massive 300 square foot video wall made up of Christie Velvet LED tiles creates a seamless, vibrant display

Making a bigger, brighter impression

Kevin Kelly knew he could make a bigger, brighter impression. With new display technology, the Buffalo Niagara International Airport could grab the attention of travelers, and showcase local businesses. Thanks to this initiative, the airport now hosts two of the transportation industry's brightest advertising media platforms.

Kelly is president and COO of Stampede, the world's leading distributor of value-added ProAV products and system solutions. After seeing the airport's potential, he set out to create two impressive visual displays to welcome visitors to the Buffalo Niagara region.

"Stampede is a home-grown success story," he explains. "We draw upon the talents and resources of this community to ensure our continued growth, and now we're a global leader in the distribution

of ProAV system solutions. Creating these two new airport video walls is our way of sharing this success!"

To make their vision a reality, Stampede collaborated with Christie®. "We needed to work with a world-class provider to get the best visualization solutions," says Kelly.

Lamar Advertising also joined the initiative, adding their expertise to create high-impact content.

Designed to impress

Together, the team decided on two installations.

In the entrance atrium, an eye-catching overhead display would welcome travellers. With more than 40% of the airport's traffic moving through this area, the display had to be bright, clear, and

Customer
Stampede

Location
Buffalo NY

Industry/Market
Transportation

Partners
Stampede
Christie
Lamar Advertising

Requirements
• Customized video display walls
• Visually impactful technology
• Reliable installation

Summary
When Kevin Kelly, Stampede president and COO, envisioned an impressive visual solution to welcome travellers to the Buffalo Niagara International Airport, he knew the project would need the best visualization solutions.

Products
• [Christie Velvet® Series LED tiles](#)
• [Christie LCD panels](#)
• [Christie Spyder X20 video processor](#)
• [Christie Phoenix® video wall controller](#)

Results
Stampede collaborated with Christie and Lamar Advertising to create 2 eye-catching video displays. Together, they took on a challenging environment and created a customized design and impressive installation.

impressive even from a distance. Christie Velvet® Series LED tiles fit the bill. The final product is a 15' x 20' video display wall that features a welcome message and advertisements from local companies.

In the baggage claim area, Stampede needed a display that could sit at eye-level, provide a bright image, and maintain clarity at a close viewing distance. Christie suggested a narrow-bezel, 3 x 3 matrix LCD video wall using 55" panels. Gorilla Glass protects the display, allowing visitors to get a close view, and even touch it.

Craig Werynski, Stampede's vice president of operations, was impressed by the outcome: "This display is extremely eye-catching. It's the brightest welcome to all who are entering Buffalo, and it's a reminder that our city is home to the most cutting-edge technology in the country."

An installation to remember

Airport installations come with a unique set of challenges. Security and airport engineer approvals kept Christie's team on their toes. Werynski helped the team complete the airport's requirements: "Security had special agreements for installations, and they were very rigorous about making sure all workers were escorted. Plus, the engineering team required that the project be reviewed by a third-party engineering firm to ensure the structure was sound."

As Werynski explains, "Christie's team did whatever it took to get the job done." With large volumes of daytime traffic,

that included working through the night. Thanks to the team's commitment, both displays were successfully installed in just 2 days.

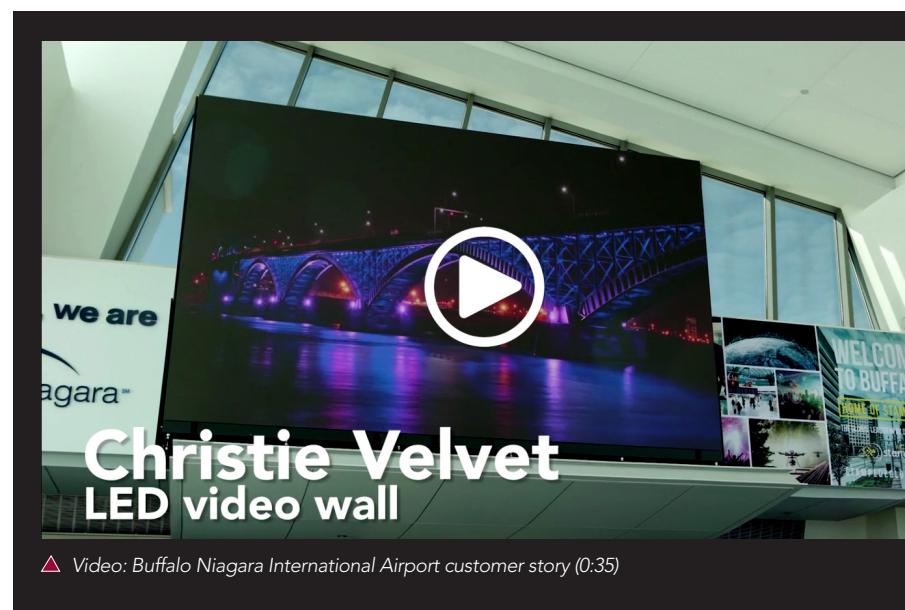
Despite the red tape, Kelly is extremely proud of the outcome, and he praises Christie's technical team for pulling it all together: "Christie is a great example for partners who don't have their own technical team. It was an extremely challenging environment, but they held a 'can-do' attitude the whole time."

Contact Christie

[Contact us today](#) to see how your company can benefit from our leading-edge display solutions.



▲ Narrow-bezel Christie 55" LCD panels in a 3 x 3 configuration create a bright and brilliant video wall



▲ Video: Buffalo Niagara International Airport customer story (0:35)

Photo & video credits: Christie

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Kitchener, Ontario

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