



# PENSACOLA INTERNATIONAL AIRPORT FINDS SECURITY IN KORBYT CLOUD

In 2019, Pensacola International Airport saw a 17.1% increase in passengers served, a surge from the previous year, and was ranked third in growth throughout the United States. Operating 24 hours a day, 7 days a week, Pensacola International Airport saw roughly 2.2 million travelers that year and wanted to leverage digital signage to inform, entertain and communicate with these travelers.

RMG initially helped Pensacola International Airport execute their airport communication strategy with our SYMON (on-premise) digital signage platform and the installation of digital displays, video walls and meeting room displays throughout the airport. But an unprecedented event in the next fiscal year created the opportunity to move their digital signage solution to RMG's Korbyt cloud platform and expand their solution to pay for itself.



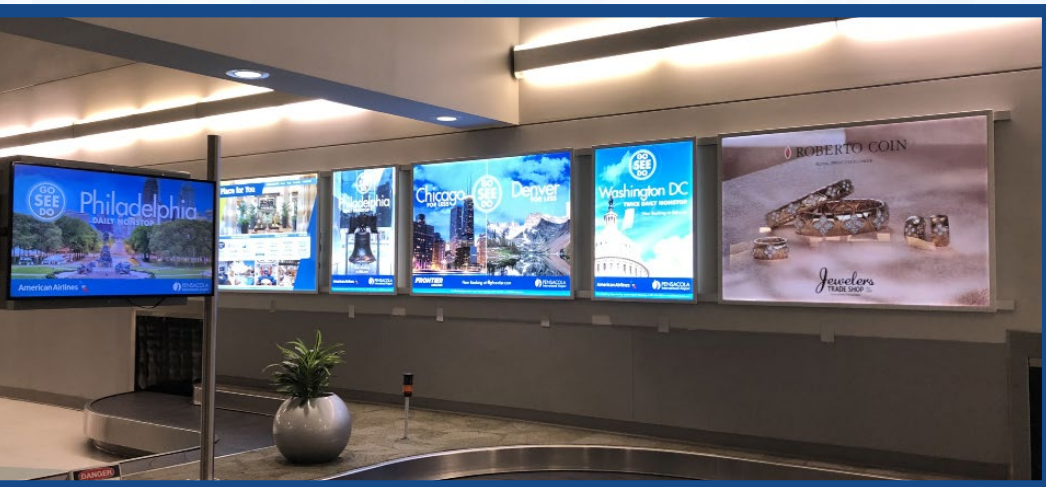
**3rd**  
in passenger growth



**2.2 Mil**  
Passengers



**11**  
media players





## THE CHALLENGE

In December of 2019, an unfortunate ransomware cyberattack impacted Pensacola International Airport's facility systems, making it difficult to communicate with their travelers. Though they had cached content supporting their digital signage, delivering real-time updates was hindered during this attack. Pensacola International Airport challenged RMG with migrating their on-premise solution to the cloud and needed a solution that could both be implemented quickly on their existing media players and maintain security in the event of another threat to their systems. They also asked for a return-on-investment, whereby they could use their digital signage to generate revenue from advertisers.



## THE SOLUTION

Pensacola International Airport elected to move to our Korbyt Cloud platform, and RMG installed the new solution within 48 hours. Choosing our cloud-based platform enabled the quick implementation, allowing the airport to get back up and running displaying relevant content to their passengers in no time.



Fully operational, Korbyt gave the Pensacola team the access and speed they needed to maintain their messaging wherever and whenever. With a user friendly interface, Pensacola intuitively created a communication strategy that was fully automated for months to come, alleviating any manual updates needed to keep content fresh and relevant.

"The RMG team demonstrated a true partnership. They jumped in immediately to get our digital signage back up and running on their platform, minimizing our communication down-time."

– **Michael Laven, Pensacola International Airport Property and Budget Manager**



## RESULTS

Pensacola International Airport made a full transition from SYMON to Korbyt within just two days, maintaining all content and data to be displayed across 11 media players and 2 8X1 video walls. Operating safely and securely under Korbyt Cloud, Pensacola International Airport has added additional displays around the facilities, including kiosks, a 4X3 video wall, and an additional 8X1 video wall. They also are intrigued with Korbyt's ability to capture audience analytics with optics.

With the flexibility Korbyt offered, Pensacola Airport also expanded their digital advertising program, easily scheduling and tracking advertising content on their digital displays. And with the ease of content creation Korbyt introduced, Pensacola Airport also used their signage for a warm Mayor welcome message to travelers, highlighting local sports heroes in the community on their "Wall of Champions," and promoting community activities and events.

"Korbyt has streamlined our indoor advertising program adding ease and flexibility. Additionally, the RMG technical staff was able to adapt to any issue that arose and their training allows us to use the system effectively."

**– Lewis Garvin, Pensacola International Airport Marketing Manager**



### About RMG:

For nearly 40 years, RMG has been recognized as a global leader in technology-driven visual communications solutions. Our solutions proudly serve more than half the Fortune 100 companies.