

Alexandria International Airport Modernizes a Community Landmark with Nanolumens LED Displays

NANOLUMENS NIXEL SERIES AND ENGAGE SERIES REPLACE AGING MONITORS, GIVING AEX A MORE FLEXIBLE WAY TO INFORM AND ENGAGE TRAVELERS WHILE PRESERVING ITS TERMINAL'S DISTINCTIVE ARCHITECTURE





BACKGROUND

Alexandria International Airport (AEX) sits in unincorporated Rapides Parish, Louisiana, about four miles west of downtown Alexandria. The England Economic & Industrial Development District (d.b.a. England Authority), an independent political subdivision of the State of Louisiana, operates the airport. Located on the site of the former England Air Force Base, AEX was previously a front-line U.S. Air Force utilized during World War II and was used throughout the Cold War. When the Department of Defense moved to close the base in the early 1990s, the city of Alexandria, fearing the economic toll of losing it, formed the England Authority to take over the property instead. AEX opened for service in August 1993, and commercial airline service followed three years later, connecting travelers to hubs including Atlanta, Dallas/Fort Worth and Houston.

The city's determination to protect the region's economy became part of the community's identity and carried over into how the airport's current terminal came to be. Nearing its 20th anniversary, England Authority Aviation Director Scott Gammel wanted to modernize the building's centerpiece architectural feature without compromising the landmark identity the community had built. "This terminal was never just a building to us," Gammel said. "It's a landmark we built together, and everything we do to it has to fit that."



CHALLENGE

The terminal's existing LCD television monitors no longer supported the airport's vision for the space. Their limited content flexibility meant passengers encountered the same material for years, rather than information that could be readily updated. AEX needed more adaptable displays that could support flight information, advertising and text announcements while fitting the terminal's distinctive architecture.

"We're right in the center of Louisiana, and all of the nearby airports are pulling from the same passengers we are," Gammel said. "We have to give people a reason to choose Alexandria."

SOLUTION

To meet those needs, AEX selected Nanolumens Nixel Series Flex and Engage Series throughout the terminal.

The Nixel Series Flex display replaced standard television monitors on the terminal's first floor. Measuring 27.6 feet wide by 2.5 feet high with a 2.5 mm pixel pitch, the concave LED display follows the curved wall above security, creating a continuous digital canvas that feels integrated into the architecture.



"It's brighter, it's crisper, and it changes your whole mindset walking in," Gammel said. "Before, you had the same thing on the screen for years because you couldn't really change it. Now it's just your imagination that limits what you can put up there."

Nanolumens Nixel Series combines flexible LED technology with custom engineering to create smooth, uninterrupted displays that follow curved surfaces and unconventional shapes. The Nixel Series' integrated mounting designs allow the display to fit the architecture, giving AEX a way to modernize its signature wall while preserving the curve that makes it distinctive. The result brings the terminal's architectural character and digital content together in one cohesive feature.

Near the elevator and ticketing area, an Engage Series flight information display (FID) measures 13.8 feet wide by 2.3 feet high with a 1.8 mm pixel pitch, placing flight details where travelers enter and move through the terminal. Engage Series gate information displays (GID) also serve the airport's four jetway gates. Each measures 4 feet wide by 1.1 feet high and features a 1.8 mm pixel pitch, extending the installation into the boarding areas.

Nanolumens Engage Series pairs fine-pitch LED technology with a slim, cabinet-based design for detailed indoor viewing. The Engage Series' wide viewing angles help keep information visible as passengers approach from different directions, while front-serviceable components simplify access for maintenance. At AEX, the Engage Series' 1.8 mm pixel pitch supports clearly defined flight and gate information, complementing the curved Nixel display with practical passenger communication throughout the terminal.

OUTCOMES



Gammel wants the installation to show other non-hub airports what's possible with the right partner. "You don't have to be the size of a major hub to give travelers a great experience," he said. "We wanted to show that a small airport can still make a strong first and last impression." Encouraged by the results, the England Authority is already planning a second phase with Nanolumens that would extend a second-floor column into a full LED display.

Even though Alexandria's project was smaller in scale than many of Nanolumens' airport installations, Gammel said the company treated it with the same level of care from the start. "Initially, I explained the project might be small to them, but it's big to us," Gammel said. "They never made me feel like just another customer. That relationship is what made us comfortable writing the purchase order." Nanolumens worked closely with Gammel throughout the process, and the final result exceeded Gammel's vision. "It ended up being better than what I had pictured in my head," he said. "It's exactly right."

For Gammel, the partnership was as valuable as the display. "You develop relationships, and that makes a big difference," he said. "Their team stayed involved and made us feel valued throughout the process. That's what a great partner does."

ABOUT NIXEL SERIES



Powered by industry-leading technology and custom engineering, Nixel Series lets organizations create flat or curved displays that raise the bar; including unique shapes, multi-story designs, and double-sided screens of nearly any size. With original, patented True Curve™ technology and skin-and-frame topology, it is the LED solution that bends—and breaks the rules of what's possible.

ABOUT ENGAGE SERIES



Fine pixel pitch Engage Series SMD LED display cabinets are designed like building blocks; to be configured to create rectangular video walls of any size, with high-resolution that supports razor-sharp detail for viewing experiences from as close as a few feet. With versatility for flat, faceted curved or corner displays and an industry-leading warranty, the 16:9 TAA-Compliant Engage Series is the right choice for fine-detail content.

For more information, please visit

www.nanolumens.com