Description

This data sheet covers the following standard and optional PRIZM Server modules:

- IED0675 – PRIZM Core
  Database and core services

- IED0678 – PRIZM Gen
  Display content generation module

- IED0671 – PRIZM Drive
  Non-LCD display interface module

- IED0677 – PRIZM Link
  External data interface module

- IED0672 – PRIZM Live
  Web page interface

- IED0679 – PRIZM Scheduler
  Content and advertising manager

- IED0673 – PRIZM TCM
  Ticket counter manager

The server modules function with the PRIZM Smart Client and PRIZM DDC products to form a complete system. These products are covered in separate data sheets.

IED PRIZM is a software suite (core plus optional modules) that provides storage and management of transit data (e.g., flight information or train information) along with tools for generating content for visual displays. Optional modules are available for driving all manner of display devices from simple one-line LED readouts to large flat-panel displays. IED PRIZM can provide content and management for all visual information required for modern transportation facilities. It may be deployed tightly integrated with the 500, 505, or 510 Announcement Control System (ACS) or as a stand-alone application. When deployed with the Announcement Control System, PRIZM provides the flight information required by the Flight Announcement System, covered in a separate data sheet.

PRIZM Core

PRIZM Core is the system manager that collects and manages the data and triggers real-time events. Features of PRIZM Core include:

- Full application support for Master (seasonal) and Daily flight schedules within the database

- Support for code shares and parent-affiliate carrier relationships

- Automatic nightly maintenance archives data, creates new daily schedule, optimizes the database, and generates backups

- Configurable transaction log backups for point-in-time recovery

- Flexible business rules to provide customizable logic and display status

- Native XML support between all system modules

- Supports a minimum of 500 transactions per minute

- Performance is maximized through the extensive use of database stored procedures rather than ad hoc queries from the code

- Automatic audit of all database changes

An optional module may be added that provides data mirroring to a hot standby server, with automatic failover in the event of primary server failure.

PRIZM Gen

PRIZM Gen creates new pages of content for all displays, both on a schedule and on demand. For example, for FIDS displays, PRIZM Gen creates flight arrival/departure listing pages with the desired column layout and other graphic elements such as banners and footers. These pages are updated periodically and whenever the status for a flight changes.

- Customizable timing window (roll-on and roll-off times) for display data

- Tailorable display formatting

- Optional screen saver or change over to advertising content when no active flights to display, e.g., at a gate

Flight Information Displays (FIDS)
Flight arrival/departure listings, can be filtered by concourse or carrier, and sorted by time or city

Flight: CO 5531 **Time:** 2:20 PM
Destination: Houston, IAH
Now boarding rows 6 and higher
Boarding
Dec 05, 2008   3:26 PM

Gate Information Display (GIDS)
Display of next arriving and departing flight(s) for the individual gate or hold room. Support for single jetway/ flight and multiple jetways/flights (e.g., at a commuter gate kiosk) are provided.

Arriving Flights			Claim
Aloha	AQ 242	Honolulu	A
go!	YV 1036	Honolulu	C

Mar 07, 2008   Welcome to Hilo International Airport   11:57 AM

Baggage Information Display (BIDS)
Display of flights and baggage carousel assignments, either in multi-carousel listing format (e.g., at the entrance to baggage claim) or in individual carousel format (e.g., for hanging over the baggage belt)

Courtesy Announcement Messages

Time	Name	Message
Final Call	AA 4287	Please proceed to gate C4 immediately.
11:09 AM		Item Left At Security: a purse
11:09 AM		Item Left At Security: a wallet
11:09 AM	Kevin Martin	Pickup A White Courtesy Phone and Dial 0
11:05 AM	Ray Allen	Pickup A White Courtesy Phone and Dial 0
11:05 AM	Chris Owens	Pickup A White Courtesy Phone and Dial 0
11:05 AM	Jill Mullaney	Pickup A White Courtesy Phone and Dial 0
11:04 AM	Sue Miller	Meet Your Party: at the information desk.
11:00 AM	Jeff Clark	Meet Your Party: at lower curbside
10:41 AM	John Johnson	Pickup A White Courtesy Phone and Dial 0
10:41 AM	Mark Lewellyn	Pickup A White Courtesy Phone and Dial 0
10:41 AM		Item Left At Security: a laptop computer
10:40 AM	Julio Martinez	Meet Your Party: at Baggage Claim C
10:36 AM	Steve Young	Meet Your Party: at the information desk.
10:32 AM	Hardy Martin	Pickup A White Courtesy Phone and Dial 0
10:25 AM		Item Left At Security: a cell phone

Dec 05, 2008   11:13 AM

Bulletin Board Display (BBD)
Display summary of visual announcements such as current courtesy announcements (e.g., using IED's T-CAS Courtesy Announcement System product) and special FAS messages such as departure flight final calls

PRIZM Drive

The PRIZM Drive module may be added to drive networked signage such as LED signs over jetway doors, aircraft ramp displays, baggage handler displays, etc. These displays are driven directly from the PRIZM server using each vendor's native display protocol.
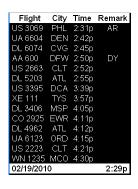

PRIZM Link

The PRIZM Link module provides a universal mechanism for connecting to external data suppliers or data users via TCP/IP. Several transport mechanisms are supported, such as UDP packets and Microsoft Message Queues (MSMQ). Whenever possible, open standards are employed for the data content, such as XML (eXtensible Markup Language). The external data suppliers could be the facility's AODB (Airport Operation Database), airline host systems or ASDI feeds such as FlightView. Information updates are expeditiously applied to the PRIZM database and data changes are immediately sent out to external data users.

PRIZM Live

PRIZM Live provides a feed of formatted data to an external web site, such as the public site for an airport. PRIZM Live extracts data from the database, formats it for browser viewing, and delivers it to the web site. Live is configurable to allow a variety of connection and formatting options using open standards such as XML and HTML.

These website feeds may be provided for full-featured browsers as well as for mobile devices. An example of a web page being fed from a PRIZM Live XML feed is shown above. On the right is an example of this simplified for a mobile device.

PRIZM Scheduler

PRIZM Scheduler manages all aspects of advertising requirements. It begins with demographic management of airport customers and the schedule for presenting ads. Ads can be in many formats, including full motion video, a scrolling banner, a rotating window or a static graphic, utilizing a wide range of information formats (e.g., BMP, JPEG, MPEG, WMV, AVI, HTML).

Configuration options include:

- Location on the screen for placement
- Displays assigned to play an advertisement
- Frequency and duration of an advertisement

PRIZM Scheduler provides the user with the following capabilities:

- Ability to combine multiple advertisements into ad streams or channels, with options such as round-robin repeating of a set of ads
- Ability to assign ad channels to various displays or specific panels of displays
- Ability to make assignments by groups of displays (regions or zones)
- Ability to assign ad channels to play on displays at specific times of the day or whenever a display is otherwise not utilized for its primary function
- Ability to allow display of free-text visual messages on displays in the system

The PRIZM Schedule system automatically collects ad play counts and provides the ability to generate billing reports. Billing can allow for differentiation of prime time and prime locations for ads from other less desirable times/locations.

PRIZM TCM

The PRIZM Ticket Counter Management module adds the ability to coordinate the sharing of ticket counters between different carriers, or for changing class of service (e.g., first class check-in vs. coach class check-in) handled at individual ticket counters by time of day and the day. Additional displays are added to the ticket counters whose content are then updated based on time to the designated carrier and class of service. Adding the PRIZM TCM module adds page generation for the ticket counter displays to PRIZM Gen and the TCM schedule user interface to PRIZM Client. Other features of PRIZM TCM include:

- Support for multi-carrier shared counters

- Ability for ticket counter schedule overrides

- Control access to change schedules or overrides by user name and password

- Provide an easy to use grid of schedule information

System Requirements

The PRIZM Server Core modules require a Windows server computer sized to accommodate the particular application, running the Windows Server 2003 operating system and PRIZM SQL (Microsoft SQL Server 2005 or SQL Server 2008).