



## Incredible Impression, Now and Into the Future

A video wall powered by Radian Flex enables JetBlue to communicate corporate messaging and information to their employees and visitors in an impressive and engaging manner.

### BACKGROUND

JetBlue Airways is a major American low-fare airline, and the sixth largest in the United States by passengers carried. JetBlue is headquartered in the Long Island City neighborhood of the New York City borough of Queens. Founded in 2000, JetBlue started out as a domestic carrier and has since grown to become a major player in the aviation space throughout the Caribbean, Latin America, and Europe. JetBlue plans to begin service to Europe in 2021.

### THE CHALLENGE

Demonstrate the company's commitment to technology, while "wow-ing" visitors and informing company crew members on a daily basis to ensure the company performs at a high level.

When JetBlue moved into their office space in Long Island City they knew that they wanted to make a splash in their new space to provide the "Wow Factor" for both their visitors and their crew members coming to work each day. One of the biggest challenges was finding an aesthetic design solution that would last them into the future and could evolve with their needs, while remaining both educational and entertaining. And with technology being a cornerstone of JetBlue's plans to evolve as an airline it was critical to find a solution that could inform crew members about daily performance metrics for the company, as well as display content that made each visitor to the headquarters feel special and valued during their trip.

### THE SOLUTION

JetBlue decided to build out a large video wall configuration in two of their stairwells. Starting on the 5<sup>th</sup> floor and rising through to the 7<sup>th</sup> floor, consisting of 28 monitors, the JetBlue video wall is visible to anyone walking throughout the office space as they use the stairs.

### THE RESULT

JetBlue received the following benefits from their video wall solution:

- Impress employees and visitors with a stunning artistic visual canvas.
- Communicate important company messaging and information quickly and easily.

### HOW IT WORKS

The JetBlue LED video wall's 28-display configuration is truly an AV masterpiece and makes an instant impression on everyone who lays eyes on it. With internal communications content including daily performance metrics, on-time departures, customer feedback, new advertising campaigns, airline initiatives, and employee recognition, JetBlue provides constant updates to keep their staff informed and engaged.

In addition to internal communications, JetBlue uses the wall to present unique greetings for VIPs who visit the company's headquarters, and to celebrate special occasions.

“It's got the WOW factor.”

Mohammed Nabi,  
IT Manager Airport Operations Programs, JetBlue

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