



Christie reveals MicroTiles deal with Malta airport

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Last week's Integrated Systems Europe (ISE) Exhibition saw the confirmation of one of the biggest ever sales of Christie's MicroTiles digital signage product, it has been revealed. Malta International Airport placed an order for 170 units, which is part of a €1m (£843,000) investment in the conversion of all static media to video signage.



Pictured: A.L.A.'s managing director Andrea Piemonti with Michael E Kyriakides from Clear Channel Airports, in charge of the airport's advertising campaign, and Christie's Dale Miller.

The MicroTiles will be installed as seven separate displays; including five synchronised video walls deployed in 8 x 3 configurations in the baggage reclaim area.

"We are delighted that Christie MicroTiles have been selected for a major airport environment," says Dale Miller, EMEA vice-president, Christie. "We identified transportation hubs as one of the core market segments for Christie MicroTiles when they were first announced and this will provide both a visual eye-catcher and maximise advertising potential at key locations within the airport."

The order was placed with Christie's Cyprus distributor ALA Equipment, which will undertake the provision of equipment, the installation and technical support.

Links: www.christiemicrotiles.com
www.aka.tv