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CHRISTIE HAILS ORDER FOR MICROTILES IN MALTA



Andrea Piemonti, ALA MD,
Michael E. Kyriakides from CCA
and Dale Miller, VP EMEA Christie

Christie a world leader in projection systems and digital display solutions has confirmed at ISE 2011 in Amsterdam the sale of 170 MicroTiles™ for installation in Malta.

The order, placed with Christie's Cyprus distributors, A.L.A. Equipment Company Ltd., by Michael Kyriakides of International Airport Advertising Corporation, follows the concession won by IAAC and its strategic partner, Clear Channel Airports to take over the advertising programme on the Malta International Airport premises for the next 12 years.

Divided into seven separate displays (including five 8 x 3 synchronised video-walls in the Baggage Reclaim area), the installation forms the bulk of a €1 million euro investment which will see all static media convert to video signage.

Michael Kyriakides said, "We were recommended MicroTiles as representing an original and state-of-the-art approach to digital signage technology; and because of MicroTiles' size and flexibility we knew we could not only offer clarity and crispness of client artwork but also do some crazy content design to capture the passengers' attention. The impact will be phenomenal."

A.L.A. Equipment Company Ltd., will undertake all equipment supply, installation and technical support. A.L.A.'s director, Andrea Piemonti, stated, "It is a pleasure to be able to close such a prestigious contract with Michael Kyriakides and a reward for the efforts we have made to establish the Christie brand, and its high end products, since taking on the distributorship three years ago."

Dale Miller, Christie's EMEA Vice President, added, "We are delighted that MicroTiles have been selected for a major airport environment. 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."

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