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Malta signs deal for 170 Christie MicroTiles



Malta International Airport, through International Airport Advertising Corporation (IAAC), has purchased 170 MicroTiles from Christie's Cyprus distributors A.L.A. Equipment Company Ltd.

With its partner, Clear Channel Airports, IAAC has won a concession to take over the advertising programme on the MIA premises for the next 12 years.

Divided into seven separate displays (including five 8x3 synchronised video walls in the baggage reclaim area), the installation forms the bulk of a €1 million (US\$1.3 million) investment that will see all static media convert to video signage.

A.L.A. Equipment Company Ltd., based in Ayia Napa, Cyprus, will undertake all equipment supply, installation and technical support.

Links: www.christiemicrotiles.com
www.passengerterminaltoday.com