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Christie left Digital Signage Expo (DSE) with a **Silver Apex** award (Business, Industry and Government category) for its own digital signage display.



Christie Digital Systems at HQ in Canada created a display where technology, architecture and artistic design intersect in iconic fashion in their West Wing lobby.

The project was to create a display that was architecturally provocative and technologically innovative as **a state-of-the-art canvas for artists and content partners** as well as for the company's Artist-In-Residence Program.

The outcome is a lobby wall that consists of **115 Christie MicroTiles** and a unique Christie media management solution to drive content on the
70-megapixel wall
. The 70 megapixels occur over five displays that are separate yet are capable of driving

interlocked content to appear as if they are one canvas. Streaming this many pixels simultaneously required some excellent video cards.

The media management solution involves the use of a **Christie Spyder** image processor to manage the sheer amount of pixels and video possibilities, while a customized version of **Christie JumpStart**
software acts as a media player and manager facilitating greater ease of operation.

The solution included **RP Visual Solutions** designing and building a custom metal ladder section that now serves as mounting for the Christie MicroTiles and the drywall.

Go **Christie West Wing Lobby in Ontario, Canada**