



## Christie Joins the ALA Equipment Family



**In picture: ALA's Andrea Piemonti (centre) with Costas Constantinou (L) and Nicolas Katsouris from Cyprus' AVS**

Underscoring its ongoing commitment to provide the best in professional audio, video and lighting, A.L.A. Equipment Company Ltd., has announced an agreement to represent Christie, a leading manufacturer of visual solutions for business, entertainment and media products, in Cyprus.

Christie is the first high end video brand to join A.L.A. Equipment Co. Ltd's distribution portfolio and part of a planned expansion to create a unique roster dedicated to the sector.

"Christie is leading the market in video projection, with an excellent and unique range for all core market applications," stated A.L.A. MD, Andrea Piemonti. "We are very pleased to welcome the company to our portfolio and excited by the opportunity to provide maximum market exposure." He added; "Through Christie, we have brought 3-Chip DLP to our market having already successfully closed the negotiation with leading rental company, AVS, for three large-format 3-Chip high brightness DLP projectors."

As one of the first DLP licensees, Christie attributes its market dominance to the pioneering work carried out in three-Chip micromirror development. Purpose-built for broadcast, cinema and staging applications, the power of Christie's devices has enabled them to provide dynamic projection for the largest spectacles on the world stage, including; the Beijing Olympics, the 400th anniversary of Quebec and major events in the Dubai desert, where they gave rock solid performances in temperatures of 50° in the daytime and 98% humidity by night.

The three-Chip DLP projectors will thus be A.L.A.'s main focus for the top end market, while Christie's consolidated range of LCD boardroom and conference projectors will be marketed at the medium and entry sectors. All Christie products will be granted the A.L.A. Equipment Company Ltd., *Two Years Gold Service* support while on location, and benefit from the same marketing support afforded to the other premium brands represented under the A.L.A. Equipment Company umbrella.

A.L.A. Equipment Company Ltd., debuted the Christie range at the Business & Technology Showcase in December 2008. Christie EMEA sales director, Simon Smith, attended the show and commented; "We are pleased to join the A.L.A. Equipment Company in offering Christie products and solutions to the Cypriot and Mediterranean market. A.L.A is a reputable AV distributor and well-known for offering service excellence to this market." Mr. Smith added; "In turn I'm confident that together we will be able to offer one of the most compelling packages for professional AV users."

Links: [www.christiedigital.co.uk](http://www.christiedigital.co.uk)  
[www.etnow.com](http://www.etnow.com)