



MicroTiles Land in Malta International Airport

Bob Snyder: [Display and Projection](#) 25 February 2011



One year after the EMEA launch of Christie MicroTiles at last ISE, these stackable digital display tiles have been named Most InAVative Digital Signage Product in the award ceremony at ISE 2011.

But it's not just about the glory and the awards, is it? It's about sales and Christie just added a big sale to the list of awards with a press conference at ISE to confirm the sale of 170 MicroTiles for installation in the Malta International Airport.

The order, placed with Christie's Cyprus distributors, ALA Equipment Co 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 airport premises for the next 12 years.

Divided into seven separate displays (including five 8 x 3 synchronised videowalls 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.

Says Kyriakides, "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."

Dale Miller, Christie's EMEA VP, adds, "We are delighted that Christie MicroTiles has 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."

*Photo Caption: Andrea Piemonti, MD ALA (left) Michael E. Kyriakides, **Clear Channel Airports** (center) and Dale Miller, VP EMEA **Christie** (right)*

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