

# ON LINE NEWS

## Christie Microtiles Take Honours at Satis–Le Radio



SATIS, Paris – (20th October, 2010) – Christie®, the global leader in projection systems and digital display solutions, is proud to announce the latest title bestowed upon Christie MicroTiles™: winner of the Satis-Le Radio Award in the Display category.

In awarding this prize, the Satis-Le Radio panel of judges cited "the technological innovation, the quality of colour reproduction, and the detailed image resolution provided by Christie MicroTiles".

The unique MicroTiles™ display technology creates a virtually seamless digital canvas in almost any size or shape and offers spectacular, crisp visuals at any distance. Made of light-emitting diodes (LEDs) and DLP® chips, this system is designed for long, reliable commercial use in public areas, with no lamps or other consumables to replace. The LED light engine, a key component of MicroTiles, is rated at 65,000 hours to half brightness usage, or nearly 7.5 years of continuous operation.

This is the second French award for Christie MicroTiles since they were introduced in Europe in February 2010 at ISE in Amsterdam. MicroTiles also received the "Janus de l'Industrie" award in May 2010 from the French Institute of Design.

"We're very proud of this award," said Pascal Gervais, Regional Director for Christie France. "Christie MicroTiles have enjoyed success worldwide since they were introduced in France and internationally. Today, they're winning over trend-setters in the fields of architecture, design, and billboard-style advertising in high-value public areas and now, they're starting to be seen in broadcasting, where increasingly they are showing up in TV studios."

(Source: Christie, [www.christiedigital.com/emeaan](http://www.christiedigital.com/emeaan))



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