

Christie Buys Montreal-Based Digital Signage Agency

Written by Bob Snyder
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Sean James, vice president, Global Professional Services, who will oversee this operation, says, “We are committed to better serving our customers with end-to-end digital and experiential installation solutions. Arsenal Media’s expertise in creating award-winning content, supported by a common thread strategy from concept to implementation, will allow Christie to broaden its digital signage capabilities. This acquisition is very timely, given industry participants are increasingly gravitating towards providers with comprehensive offerings.”

As part of the acquisition, Arsenal Media’s co-founder, Denys Lavigne, will join as the senior director, Experience Strategy and Creative Services within **Christie Global Professional Services**.

Projects completed by Christie Global Professional Services have included installations for The Walt Disney Company, Barneys New York, and LVMH Moët Hennessy’s Fresh retail stores.

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