

Christie Buys Montreal-Based Digital Signage Agency

Written by Bob Snyder
30. 06. 2014



Christie acquires Montreal-based **Arsenal Media Inc.**, a digital signage agency specializing in experiential installations, interactive content and strategic digital signage installations.

Arsenal Media will become **Christie Creative Media Services**, operating within Christie's Global Professional Services group.

Arsenal Media's track record in delivering high impact digital signage and experiential installations includes collaborations with clients such as Viacom, Caterpillar, Nielsen, Cineplex, Morguard, Freeman XP, Chicago Mercantile Exchange, Gemological Institute of America, TAD Associates and the Montreal Convention Center.

Past collaborations between Christie and Arsenal Media have included the Miami Dolphins' BuzzWall, Sun Life Financial's branded gesture-based display at the Dolby Theatre, and Christie's award-winning 24K and 8K lobbies (Cypress, California and Kitchener, Ontario).

And [even the content strategy behind the Christie NOC Surveillance Station](#) .

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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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