

## Christie Wins DSE Award for Own Lobby

Written by Bob Snyder  
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Christie left Digital Signage Expo (DSE) with a **Silver Apex** award (Business, Industry and Government category) for its own digital signage display.



Christie Digital Systems at HQ in Canada created a display where technology, architecture and artistic design intersect in iconic fashion in their West Wing lobby.

The project was to create a display that was architecturally provocative and technologically innovative as **a state-of-the-art canvas for artists and content partners** as well as for the company's Artist-In-Residence Program.

The outcome is a lobby wall that consists of **115 Christie MicroTiles** and a unique Christie media management solution to drive content on the **70-megapixel wall**

. The 70 megapixels occur over five displays that are separate yet are capable of driving

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interlocked content to appear as if they are one canvas. Streaming this many pixels simultaneously required some excellent video cards.

The media management solution involves the use of a **Christie Spyder** image processor to manage the sheer amount of pixels and video possibilities, while a customized version of **Christie JumpStart** software acts as a media player and manager facilitating greater ease of operation.

The solution included **RP Visual Solutions** designing and building a custom metal ladder section that now serves as mounting for the Christie MicroTiles and the drywall.

Go [Christie West Wing Lobby in Ontario, Canada](#)