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**Visit Christie in booth #AR-F20**

**Christie set to showcase its range of visual solutions at inaugural Integrate Middle East**

**DUBAI, United Arab Emirates – (May 11, 2023) –** [Christie®](https://www.christiedigital.com/), the leader in inspiring exceptional AV and cinema experiences, is pleased to announce that it is exhibiting at the inaugural Integrate Middle East show, May 16-18 at Dubai World Trade Centre, United Arab Emirates. At booth #AR-F20, Christie will demonstrate how its technologies form end-to-end visual solutions, from its RGB pure laser projection and LED video wall range to content management and processing technologies.

“We are delighted to exhibit at Integrate Middle East. This is a key region for Christie and we’re seeing significant growth in the Middle East,” says Mahesh Singh, regional sales manager, Middle East, Christie. “It will be an excellent platform to showcase how our complete solutions can solve customer challenges and help our partners to deliver exceptional experiences. We look forward to welcoming attendees to our feature-packed stand at this inaugural show.”

At #AR-F20, on show will be a selection of projectors from Christie’s RGB pure laser range, including the Griffyn® Series all-in-one RGB pure laser projectors. The [Griffyn 4K50-RGB](https://www.christiedigital.com/products/projectors/all-projectors/griffyn-series/griffyn-4k50-rgb/) is the lightest, brightest, and most energy-efficient 50,000 lumen laser projector available to illuminate any surface with bright visuals while operating at 55dBA at full brightness. The Griffyn 4K50-RGB delivers superior color performance for vibrant, long-lasting, and immersive visuals for demanding large-venue applications while delivering best-in-class operational efficiency for lower power consumption. The Christie M 4K25-RGB completes the booth’s RGB projector lineup, featuring an incredibly small factor in a reinvention of the rugged and reliable M Series.

A creative display using [Christie MicroTiles®](https://www.christiedigital.com/products/led-video-walls/microtiles-led/) LED 0.75mm will be seen at the booth, with the enhanced model offering improved visual acuity and energy-efficient options. A live MicroTiles LED demonstration will also showcase just how easy it is to install configure in near-limitless ways – from curves and corners to architectural displays.

Christie’s 1DLP® projection range will also be represented at the show, including the 4K22-HS laser projector, which bolsters the successful HS Series with a 22,500 lumen option that narrows the gap between 1DLP® and 3DLP® projection, making it ideal for live events, attractions and venues that require high brightness, enhanced color performance with Christie BoldColor+™ technology, and a wide range of professional features. The [Captiva DWU500S](https://www.christiedigital.com/products/projectors/all-projectors/captiva-dwu500s/) will also be at Integrate, with its ultra-short throw capability providing maximum visual impact for space-challenged environments in a compact, lightweight, and quiet 5,000 lumen laser projector.

Christie’s content management and processing solutions will be powering a host of content at the booth. A demonstration of the latest [Christie Pandoras Box® Software License Version 8.7](https://www.christiedigital.com/products/media-servers-and-players/) will help visitors to understand its powerful new features, including NDI output. Christie [AirScan](https://www.christiedigital.com/products/media-servers-and-players/airscan/) will also be on show, allowing partners to create an engaging extra dimension to interactive multimedia displays and presentation solutions with an intuitive, touch-free, motion-controlled user interface. The Christie [Terra® AV-over-IP](https://www.christiedigital.com/products/switchers-av-distribution/terra-controller/overview) SDVoE solution will round out the content management and processing offering, which allows for the design of simple, flexible and highly-scalable system architectures that deliver great performance and user experience.

Join Christie’s Miles Donovan and Jerome Grimminck on the summit stage on May 16 at 14:30 (2:30 p.m.) for a fireside chat. They are teaming up to present *Redefining visual experiences and the evolution of display technologies*. The session will be moderated, and the conversation will evolve around trends in display technologies, including RGB pure laser, pixel fidelity, and the content management and processing that drive them.

Across the show floor, Christie technology can also be seen on VueAV’s stand, #AR-B20. VueAV will be showcasing a Christie 4K10-HS 4K UHD 1DLP laser projector.

Co-located with CABSAT, Integrate Middle East 2023 is set to build on the synergies of its long-running sister show, which attracts more than 12,000 industry professionals across the globe.

**About Christie®**

Christie Digital Systems USA, Inc. is a global visual and audio technologies company and a wholly owned subsidiary of Ushio Inc., Japan (JP: 6925). Christie revolutionized the movie industry with the launch of digital cinema projection, and since 1929 has embraced innovation and broken many technology barriers. Our technology, paired with the support of professional services to design, deploy and maintain installations, inspires exceptional experiences. Christie solutions are used around the world, from the largest mega-events to the smallest boardrooms, and include advanced RGB pure laser projection, SDVoE technology, content management, image processing, and LED and LCD displays. Visit [www.christiedigital.com](http://www.christiedigital.com).

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