

# Application Story

## Christie Provides Preferred Choice for Brisbane's Royal ICC



### Christie M and Christie J Series Projectors Help to Bring Brisbane's Royal International Convention Centre to life

Since opening its doors for business in 2013, it's fair to say the Royal International Convention Centre (Royal ICC) in Brisbane has made quite a splash "down under" in a very short time on the events hosting and production scene. From high-profile sports competitions to large corporate conferences, product launches, gala dinners and everything in between, the Centre has hosted a variety and volume of events more common with an established venue than a newer one.

How has the Royal ICC done it? The secret to the venue's success – at least a large part of it – really isn't a secret at all. Beginning with the first phases of construction in April 2011, an early and earnest commitment to delivering the latest technological advances has been the hallmark of the Centre.

That commitment took further shape when Australia's Microhire was chosen to manage the vast audio-visual needs for the facility. The company brought to bear more than 25 years of high-level experience in the field of corporate audio-visual management as well as a technological vision aligned with the Centre's. Beyond their dedicated management manpower onsite, Microhire committed to a \$3 million investment to make the desired and complete audio-visual suite a reality.

#### Customer:

- Royal International Convention Centre

#### Location:

Brisbane, Australia

#### Industry/Market:

Events production and hosting

#### Partners

- Microhire

#### Requirements:

- HD resolution
- Vivid colour and high brightness
- Quiet operation
- Ease of convergence with multiple units

#### Summary:

Debuting in 2013, Brisbane's Royal International Convention Centre sought to deliver state-of-the-art technological capabilities to conference organizers and presenters. Through the management of audio-visual partner Microhire, Australia's first custom-built operable ceiling grid system was installed and outfitted with the latest in advanced systems – including projectors from Christie.

#### Products:

- [Christie Roadster HD10K-M](#) and [HD20K-J projectors](#)

#### Results:

In concert with the Centre's unique ceiling grid system, the Christie projectors have helped deliver a very high-quality audio-visual experience that is advanced, reliable and versatile across the board. The Royal International Convention Centre has, in turn, quickly become recognized as a world-class venue that delivers functional and flexible convention space to groups as large as 3,000 people.





According to Microhire Queensland General Manager Russell Bennett and lead for the audio-visual management team at the Royal ICC, the decision to use Christie projectors was an early one – in fact, it was the first one. “The Christie Roadsters were the first part of our capital equipment purchase and certainly had our technical staff excited,” said Bennett. “That early purchase sent a strong signal that we were serious in wanting to have the highest quality equipment in the venue. The response from the Royal ICC management team was also very positive as they were quite aware of the strong reputation the brand carries internationally.”

In addition to the “strong signal”, Bennett indicated there were very specific reasons the four Christie Roadster HD10K-M and three HD20K-J projectors were chosen. “We needed units that are bright, have great resolution and colour, and are easy to converge and mirror with multiple units,” added Bennett. “The Christie projectors deliver on all fronts and were the right fit.”

In the then-budding relationship, it’s fair to say the feeling of admiration was shared from Christie towards RICC and Microhire as well.

“With a brand new, world-class convention and events facility like the Royal ICC, there are expectations to deliver the best in technological capabilities for customers,” said General Manager for Christie Australia



Michael Bosworth. “In this very competitive sector, we worked hard to earn Microhire’s trust. Their selection of Christie paired our companies through a shared commitment to not only meet those expectations – but exceed them.”

As General Manager of Christie Australia, Bosworth manages a staff of 14 and directs an operation that supplies to customers who require high image fidelity as well as those with data visualisation needs. Christie Australia serves as the company’s main sales and support entity in both Australia and New Zealand.

Perched on the ceiling system, the Christie Roadsters can also project directly onto the facility’s walls or drapes to create wallpaper imagery. That was one of the functions utilised at the late-July 2013 catwalk-style event conducted by EuroMarque Maserati Brisbane at RICC. The event showcased the automobiles which make up the Maserati 2014 collection, and included a runway for the stunning vehicles to make their entrance before the invitation-only crowd. The Christie projectors were used to cast a blue hue and wallpaper around the hall as well as project in crystal-clarity various images onto a screen near the top of the runway.





For another event held at Royal ICC in 2013, which presented a much different challenge, the versatility of the Christie M and J Series projectors was on display again. When professional services giant PwC held a budget breakfast event at the Centre for more than 2,200 guests, the projectors were used to provide three blended-screen images on three walls of the venue. The end result was clear, crisp and large imagery displayed throughout the hall and viewable from any of the round banquet tables around the room.

That ability to provide the right projection solution regardless of event size, scope or layout, has left RICC and Microhire pleased with their preferred choice and given the venue a distinct advantage among the field.

"Due to the technology inherent to Christie projectors and the superior positioning they hold in the market, our venue is able to pitch itself at the top end of the events industry," said Daniel Hazard, Technical Services Manager for the RNA, which owns and operates Royal ICC and the Brisbane Showgrounds. "We are able to ensure that all our clients are receiving the best quality the market has to offer and also at a competitive price. We compete for corporate events at both a national and international level, and Christie is giving us the crucial edge over our direct competitors."

Beyond the advantages Christie has delivered to RICC in technical capabilities and with competing venues, there's another benefit the projectors have delivered as well. Microhire's Bennett



indicates that having the Christie Roadsters in place has been particularly good for business.

"With such an impressive audio-visual suite to offer, we've had a 98% success rate in converting hirers of the venue into using our equipment with the Centre rather than a third party," added Bennett. "Our Christie projectors have been a key contributor in making this possible."

Sometimes the preferred choice is the right one. When it comes to the Royal International Convention Centre and Microhire's decision to select Christie projectors, it seems the time-honoured adage holds true.

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