

Application Story

The London Stock Exchange



The London Stock Exchange features a ground-level mosaic of Christie MicroTiles placed at various depths and heights.

Recreating a special feeling

Visitors entering the London Stock Exchange (LSE) are greeted by two columns of Christie® MicroTiles® in a 5 x 1 configuration that's portable right down to the power supply. The Exchange's atrium houses two strips of Christie MicroTiles, consisting of 31 and 29 Christie MicroTiles respectively and an impressive video wall that uses 132 MicroTiles in a 12 x 11 array. The video wall, in unison with the other Christie MicroTiles arrays, streams a variety of content including live news and market data from CNBC.

Six Christie Spyder X20 processors manage the arrays and content, which comes from a variety of sources, including Scala Infochannel. A Crestron controller manages lighting, audio and live camera feeds, and orchestrates an automated opening and closing ceremony of the market. The LSE can also send live broadcast feeds to its in-house studio for forwarding to news channels.

Another 8 x 6 tile video wall on the balcony overlooks the atrium and can display the same content as the main video wall. On the ground level, there's a mosaic of 46 Christie MicroTiles of different depths and heights, while outside the atrium, visitors are kept updated by four columns of Christie MicroTiles in a 4 x 2 array.

Their building block design, longevity and extreme brightness make Christie MicroTiles a breakthrough display technology. "Since the atrium is an odd shape, flexibility was key to our decision to use MicroTiles," confirms Adeel Saeed, London Stock Exchange Group's head of corporate technology services. "...We investigated a number of different technologies that would address the challenging size of the atrium."

With light flooding the space right up to the seventh-floor glass roof, Saeed wanted a display that could operate in real time. "We wanted the London Stock Exchange to be associated with a true market open — and recreate that special feeling we had back in the days of the old trading floor in 1986. We engaged CMS as our AV design consultant and they recommended that we look at Christie MicroTiles."

Customer:

London Stock Exchange

Partners:

- 10 Squared
- CMS
- Focus 21 Visual Communications Ltd.
- TPS

Location:

United Kingdom

Industry/Market:

- Finance

Requirements:

The London Stock Exchange wanted a display technology that would be bright, clear and flexible enough to fill their large atrium. With their display running round the clock, reliable performance was a must. Excellent partner and customer service made Christie the obvious choice.

Summary:

The London Stock Exchange wanted a display that would fill their bright atrium space with dynamic messages and information and evoke the importance and status of the Exchange.

Products:

- Christie MicroTiles
- Christie Spyder X20

Results:

Christie completed the largest, and one of the most prestigious, installations of Christie MicroTiles in Europe, the Middle East and Africa at the London Stock Exchange. The installation of 508 MicroTiles in the London Stock Exchange's large atrium followed a recommendation by CMS and a tender won by longstanding Christie partner, Focus 21 Visual Communications Ltd.

"The London Stock Exchange is globally recognised as the international finance center and a symbol of London. As an exchange, the installation needed to be hi-tech and that is the reason MicroTiles were specified. It is proving a huge success and I am delighted to have worked with Christie to deliver what I set out to achieve."

*Adeel Saeed, London Stock Exchange Group's
head of corporate technology services*

The installation offers marketing and event opportunities for the London Stock Exchange Group, as well as the chance to expand the market open ceremony to non-listing invited VIPs and guests.

Display options, such as LED, LCD and plasma, were discarded either because of initial and lamp replacement costs or the extreme lighting in the atrium. "We also needed a display that could be viewed up close — without being overbearing with LED dots — and sufficiently reliable to be able to run 24/7, 365 days a year if necessary," explains Saeed.

10 Squared was contracted to produce a Christie MicroTiles sculpture as a floating mosaic, and worked with TPS, who produced all the main support structures.

Simon Truby, technical design manager, project managed the installation for Focus 21. Truby set up a basement workshop with a crew of 14. "This is one of the most prestigious contracts Focus 21 has ever undertaken," states Truby. "Everywhere I go, people are aware of this installation, and to have delivered it to the time scales we did, I think even surprised us."

"Before MicroTiles, the installation was very limited as we could only show one thing at a time. But now we have the flexibility to do anything our mind desires — not only picture-in-picture but even 3D, if we wanted. If we wish to move or change the shape of the display, or add further tiles at a later stage, we can. We will constantly be making enhancements," enthuses Saeed. "The London Stock Exchange is globally recognized as the international finance center and a symbol of London. As an exchange, the installation needed to be hi-tech and that is the reason MicroTiles were specified. It is proving a huge success and I am delighted to have worked with Christie to deliver what I set out to achieve."

James Belso, UK channel sales manager, Christie said "This has proved to be a perfect example of how multiple companies should work together to create such a fantastic end result. The time scale between concept and sign off was very short and the success of the installation is very much a testament to all those involved. Such a prestigious deployment of Christie MicroTiles — in combination with the Christie Vista Spyder X20s — provides an important addition to large UK fixed installations and demonstrates the importance of providing unique solutions with value coupled with low ongoing costs of ownership."

Dale Miller, Christie's EMEA vice president, added, "We are delighted that Christie MicroTiles has been selected for such a prestigious venue. Both the high footfall of the London Stock Exchange and the paramount information displayed are perfect testimonials of the trust they put in this revolutionary solution."

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



The atrium includes a tile display of different depths and heights.

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