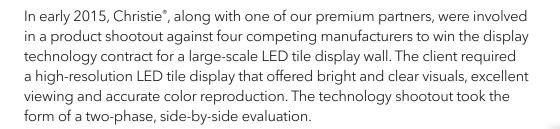
From the field: Christie Velvet LED tiles win product shootout





Phase 1:

Side-by-side evaluation of competing products

- The five competing manufacturers assembled 4 x 3 arrays, each comprising twelve 2.5mm LED tiles and turned them on.
- Each display was evaluated by 50 of the client's staff members from all aspects of the business including corporate, IT, operations and services.
- Each staff member was asked to select their preferred display. Based on these results, Christie Velvet[™] LED and one other competitor were selected for the second phase of the evaluation.

Phase 2:

In-depth comparison

- The two finalist technologies were set up to simulate the environment where the display would be installed, taking into consideration viewing angles, height, viewing axis, ambient light and other critical parameters.
- Both arrays were cropped to be identical in size and 4K content was shown on both displays, side-by-side.
- A group of 15 staff members then viewed the two display walls to determine which one offered the best visual experience.
- The Christie Velvet LED display was unanimously selected as the most viewable on high axis, produced the best image and color quality and had superior coverage ratio.



The Christie Velvet LED advantage

High coverage ratio

The physical size of the pixels used in LED tiles directly affects the image quality. Tight pixel pitches combined with larger diodes create a high fill factor, resulting in clearer visuals. For example, Christie Velvet uses 2.1mm x 2.1mm pixels in our 2.5mm model. This means that there is only 0.4mm of space between each pixel, resulting in smoother visuals and a closer viewing distance. The 2.5mm models from competitors typically use 1.0mm x 1.0mm pixels, meaning you would need to choose a finer and typically more expensive pixel pitch to match a Christie Velvet display.

High coverage ratio	Provides extremely smooth movement, highly-saturated colors and incredibly detailed images
Lower installation cost	Larger cabinet size, lighter weight and less structural requirements result in low installation cost
Low total cost of ownership	Low power consumption and heat output result in high energy savings and reduced HVAC requirements
Certifications	UL60950 (system level certification); FCC; CE; CoC (EMC); RoHS; RCM; IC; CB
Easy shipping	Price includes shipping to regional Christie warehouse
Credit Terms	Available
Expert team	Christie Field Application Engineers are OSHA trained
High-quality components	Yes
LED ghosting eliminated	Yes
LED uniformity	Yes
LED color shift correction	Yes
LED DIM line correction	Yes
Processing	Christie offers a full range of processing and content management systems designed to work with any Christie Velvet display

Total cost of ownership

In addition to being the superior choice in terms of image quality, Christie Velvet LED also proved to be the most viable and affordable display technology based on total cost of ownership analysis. Contributing factors included:

- Quickest and easiest to install: 40% fewer tiles required than competition due to larger size and 1:1 aspect ratio.
- Serviceability: front and rear access for quick and easy service.
- Lowest power consumption: 30% lower consumption than competition during normal operation.
- Reduced HVAC requirements: 30% less costly than competition during normal operation.

United Kingdom Branch & EMEA Head Office ViewPoint 200 Ashville Way Wokingham Berkshire, U.K. RG41 2PL PH: +44 (0) 118 977 8000 Middle East Light Industrial Unit (LIU-17) Nad Al Shibba Sheikh Mohammed Bin Zayed Road Dubai Silicon Oasis PO Box: 293762 Dubai - U.A.E PH: +971 (0) 4 503 6800

Africa Unit C3 Northlands Deco Park New Market Road Northriding Randburg 2164 Johannesburg Gauteng South Africa PH: +27 11 251 0000

Other EMEA offices

Germany Branch Office PH: +49 2161 566 200 France Branch Office PH: +33 (0) 1 41 21 44 04 Spain Branch Office PH: +34 91 633 9990 Italy Independent Sales Consultant Office

Independent Sales Consultant Office PH: +7 (495) 930-8961

PH: +39 (0) 2 9902 1161

Russia



For the most current specification information, please visit www.christieemea.com

Copyright 2017 Christie Digital Systems USA, Inc. All rights reserved. All brand names and product names are trademarks, registered trademarks or tradenames of their respective holders. Christie Digital Systems Canada Inc.'s management system is registered to ISO 9001 and ISO 14001. Performance specifications are typical. Due to constant research, specifications are subject to change without notice. Printed in Canada on recycled paper. 4077 Jun 15

