

# SETTING NEW BENCHMARKS FOR IMMERSIVE EXPERIENCES

## Christie's Leading Innovation Reshapes Indian Pro AV

At this year's **InfoComm India**, **Christie**, a brand that focuses on brilliant and unforgettable shared experiences, showcased mesmerizing immersive displays for the visitors, introducing powerful projection technologies and high-demand solutions available in the Indian market for pro AV users. **AV-ICN Expo Magazine** team interviews **RISHUBH NAYAR**, Director of Sales for India, Enterprise, Christie, to discuss the brand's innovative approach towards leading projection and LED technologies.



**Rishubh Nayar, Director of Sales for India, Enterprise, Christie**

**Could you elaborate on the key products Christie has introduced/showcased at InfoComm India? How do these products align with current trends in the AV industry?**

At the recent InfoComm India 2024, we showcased our latest innovations in visual technologies, including the **Griffyn Series** and **M 4K Series RGB pure laser projectors**, the new **Jazz Series 1DLP laser projectors**

featuring Texas Instruments' 0.8" HEP DMD for enhanced color and contrast, and our direct-view LED solutions with the **Core Series III**, and newly launched **Lumia Series** for the Indian market. We also demonstrated powerful projection software tools, such as the **Pandoras Box** family of media and show control systems, along with advanced content management and processing capabilities through the **Christie Hedra video wall processor**.

These cutting-edge solutions are perfectly aligned with current trends in the AV industry, empowering users to create exhilarating visual experiences for high-demand applications, including immersive spaces in museums and large-scale projection mapping.

**What training or support programs does Christie offer to ensure its customers and partners get the**

**most out of its products and solutions?**

We offer comprehensive training and support programs to ensure that our customers and partners fully maximize the potential of our products and solutions. For every new product launch, we provide tailored partner training programs ahead of the official release, ensuring partners are well-prepared to integrate the product into various projects and deliver exceptional aftersales service. Additionally, we conduct periodic training sessions aligned with our quarterly product launches, keeping our customers and partners updated on the latest innovations and best practices. Christie's commitment to the Indian market is unwavering. We actively invest in building strong relationships with our partners and customers across India, offering ongoing support, technical assistance, and expert guidance to help them succeed.

**What role do you see Christie playing in the growing demand for immersive**



**Christie's booth at InfoComm India 2024**

## experiences in various industries, and how are you addressing this trend?

Christie has been at the forefront of immersive experiences long before the term became widely recognized. Our early involvement in pioneering large-scale projection mapping projects set the stage for the immersive trend we see today. As immersive experiences have become crucial in industries such as museums, themed entertainment, son et lumière, and cinema, Christie continues to lead by offering more than just projection systems. We provide a complete suite of integrated solutions, including our industry-leading media playback systems like Pandoras Box and specialized design services from our integrated design group. These offerings ensure that we can meet the diverse needs of our partners and customers in India and globally, empowering them to create truly captivating and immersive environments.

## Christie has introduced significant updates to its Pandoras Box software and other products this year. Could you tell us more about the innovations driving these updates and how they enhance user experiences?

Pandoras Box Software is continuously updated to improve user experiences and keep up with the latest technological innovations. The upcoming version 8.10 introduces several enhancements aimed at streamlining workflows and boosting creativity. Key updates include improvements to the 2D editing tools, which make it easier to adjust, align, and manipulate visuals with precision. These innovations simplify complex tasks and provide users with greater control, ultimately increasing efficiency and creative potential. By focusing on user feedback and technological advancements, we ensure that Pandoras Box remains a powerful tool for delivering extraordinary visual experiences.

## What role does feedback play in shaping product development?

At Christie, feedback from our partners, end customers, dealers, and consultants is integral to our product development process. We actively engage with these key stakeholders through our Quarterly Business Reviews (QBRs), which are aimed at gathering valuable insights on real-world applications and performance. This feedback allows us to continuously refine and enhance our products, ensuring they are tailored to meet the specific needs of various industries and applications. By

listening closely to our users, we can deliver solutions that not only address current demands but also anticipate future trends, ensuring the right products for the right applications.

## Are there any upcoming installations or projects in India that are using Christie products extensively and which you're particularly excited about?

Absolutely! We are thrilled about our success with direct-view LED installations across India, which have gained wide acceptance in various vertical markets, including corporate environments, museums, and educational institutions. This success complements our extensive experience in experiential installations, including visitor attractions and permanent projection mapping projects on iconic monuments (Statue of Unity, Gateway of India, and Gwalior Fort, etc.) We have several exciting projects in the pipeline and look forward to sharing more details soon.

## What are the primary growth strategies Christie India is focusing on for the next 2-3 years?

We will be focusing on several key growth strategies in the next 2-3 years. One primary area of emphasis is expanding our presence in tier-3 and tier-4 cities, where there is significant potential for growth and development in the AV industry. We are also actively exploring new applications emerging across various sectors, enabling us to adapt our solutions to address evolving market requirements. Additionally, we're committed to delivering turnkey solutions that cater to the specific needs of our partners and customers. This comprehensive approach is aimed at enhancing customer satisfaction and strengthening our market position.

## Are there any new partnerships or collaborations Christie has formed to expand its reach or enhance its offerings?

Christie has a strong network of partners in India, and we remain committed to exploring collaborative partnerships that are mutually beneficial and support long-term growth.

## How does Christie ensure that its



**Christie's Griffyn 4K50-RGB projectors showcased at InfoComm India 2024**

## products meet the specific needs of different industries, from live events to educational institutions? Could you share any success stories or feedback from the Indian clients?

As I mentioned earlier, we provide tailored products for various applications to meet the specific needs of different industries. For instance, our high-brightness projection systems have proven highly successful in live events, delivering outstanding visual performance. In the education sector, our direct-view LED video wall solutions have gained significant traction, enhancing learning environments. Additionally, our projection solutions are popular in training and classroom settings, empowering educators to present content with lifelike visuals and exceptional clarity. This not only increases student engagement but also helps deliver remarkable learning experiences.

## Are there any plans to expand Christie's product portfolio or enter new markets soon? How does Christie stay ahead of the curve regarding emerging technologies like AR, VR, and AI?

We continuously see the emergence of new applications, and we prioritize feedback from our customers and partners to refine and enhance our offerings to suit their evolving needs. This proactive approach enables us to stay responsive and innovative, ensuring that our product portfolio remains relevant and impactful in the dynamic market.