

# The Telstra Experience Centre

## Case study



▲ The 20-meter Christie MicroTiles video wall has the “Wow” factor Telstra Australia wanted.

## Australia’s largest Christie MicroTiles installation

‘Wow’ was the single word used by Shane Budak, Telstra Experience Centre (TEC) operations manager, to describe the 260 Christie® MicroTiles® installed in the Experience Labs in the Telstra Experience Centre (TEC) in Melbourne.

Opened in July 2011, the TEC lets business and enterprise customers interact with Telstra’s health and education applications, home, entertainment and business solutions, and discover the many ways that Telstra’s products make their lives simpler and easier.

The Experience Labs house Australia’s first Christie MicroTiles video wall. The labs are three dedicated rooms that support tailored and interactive demonstrations of Telstra products and solutions using state-of-the-art audio and video technology.

The walls between the three labs can be opened up to form a large, multifunctional space. And, using a motorized track system,

the each lab’s video wall can come together to form a single, 20-metre-wide, digital media wall.

“After the video walls dock together, they have to be pixel perfect, which is harder to achieve than leaving a one millimeter gap. Being able to achieve that was a big challenge, which we were able to overcome,” explains Chris Gauci, technical director of Corporate Initiatives, who supervised the Christie MicroTiles installation.

“The images displayed on the Christie MicroTiles are perfect. When I first walked into the room, my experience was amazing — the clarity, the quality and the sharpness of the images. They are crystal clear and simply fantastic.”

Shane Budak,  
Telstra Experience Centre operations manager

### Customer:

Telstra, Australia

### Location:

Melbourne, Australia

### Industry/Market:

Telecommunications

### Partners:

- VR Solutions
- Corporate Initiatives

### Requirements:

- A state-of-the-art video wall
- High brightness
- Clear displays and rich contrast ratio
- Low energy consumption
- Quiet operation
- Low maintenance and high reliability

### Summary:

Telstra Australia wanted that “Wow” factor for their new Telstra Experience Center. They knew a huge, seamless wall for videos and presentations would give them what they were looking for.

### Products:

- Christie MicroTiles
- Christie Spyder X20 image processor

### Results:

They got the “Wow” factor Telstra Australia wanted with a futuristic, 20-meter-long video wall used for projecting multimedia content. By placing the video walls on motorized tracks, the walls are able to come together easily to form one long wall.

The high-resolution of the Christie MicroTiles system meant the team was working with 30+ million pixels on each array. Only a powerful Christie Spyder X20 image processor could manage that number of pixels.

Corporate Initiatives used three Christie Spyder X20s — one for each array — for blending, windowing, transitions, mixing and scaling of all the source formats. With everything housed in one chassis, the Christie Spyder X20 reduces the wires, boxes and rack space traditionally needed, making the processor easy to install and use.

“For us, it was the first time we were using Christie MicroTiles and we needed a lot of guidance and technical support. It was fantastic dealing with both Christie and VR Solutions.... Corporate Initiatives’ experience with the Christie MicroTiles has been excellent. The whole installation went off almost without a hitch....” says Gauci.

“TEC is built so that when Telstra’s customers come in, we can show them the Telstra experience.... Because the room can be opened up, if you have people seated at the back of the room, you need them to be able to see what’s on the screen. A lot of the time, we have PowerPoint presentations with wording that is quite small, so you need to make sure ... everything that’s on the screen is crystal clear. The images displayed on the Christie MicroTiles are perfect. When I first walked into the room, my experience was amazing — the clarity, the quality and the sharpness of the images. They are crystal clear and simply fantastic,” explains Budak.

“...clarity from the video wall was our foremost consideration when we were building the Centre. I have been running the TEC for many years and we used to have the large screens and a problem with color definition. If the colors vary slightly, it’s not that bad. But on a larger scale, it becomes very noticeable. For example, you would have a presentation and the background was all white and you could see the difference between one screen and the other. With the Christie MicroTiles, such occurrences are very rare. The images and color ratios are perfect and we haven’t had any problems with them for over a year,” Budak continues.

Concurring, Peter Wood, TEC’s technical manager, remarks, “we love the Christie MicroTiles because they are bright, vibrant and offer

clear images. Quite a lot of people have walked in and go ‘Wow’. The names of these three rooms are the Experience Labs but many people refer to it as the ‘MicroTiles room’. Telstra wants to be known as a cutting-edge technology company with state-of-the-art facilities ... and by using such advanced products [as] the Christie MicroTiles, we can achieve that. Christie MicroTiles helped to add [to] the prestige of the TEC.”

According to Budak, Christie MicroTiles have helped immensely in fulfilling everything they wanted to do with the company and what they wanted to do in this room. “The best thing about the Christie MicroTiles is their inherent versatility. If one Christie MicroTile malfunctions or breaks down, the presentation or video can be moved slightly to the right or left side of the video wall. This would not be viable on large, 50-inch screens. ”

Wood adds, “There is no comparison to the other audiovisual display systems that we’ve used before. The quality, reliability, clarity, brightness that Christie MicroTiles offer are unsurpassed....”

### Contact Christie

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#### Corporate offices

Christie Digital Systems USA, Inc  
USA – Cypress  
ph: 714 236 8610

Christie Digital Systems Canada Inc.  
Canada – Kitchener  
ph: 519 744 8005

#### Worldwide offices

United Kingdom  
ph: +44 (0) 118 977 8000

Germany  
ph: +49 2161 664540

France  
ph: +33 (0) 1 41 21 44 04

Spain  
ph: +34 91 633 9990

Eastern Europe and  
Russian Federation  
ph: +36 (0) 1 47 48 100

United Arab Emirates  
ph: +971 4 3206688

India  
ph: +91 80 6708 9999

Singapore  
ph: +65 6877 8737

China (Shanghai)  
ph: +86 21 6278 7708

China (Beijing)  
ph: +86 10 6561 0240

Japan (Tokyo)  
ph: 81 3 3599 7481

Korea (Seoul)  
ph: +82 2 702 1601

#### Independent sales consultant offices

Italy  
ph: +39 (0) 2 9902 1161

South Africa  
ph: +27 (0) 317 671 347



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