

# The BIE Center

## Case study



▲ Visual display technologies let BIE delegates explore future expo sites and imagine they are there.

## A winning partnership of people, technology and vision

In July 2012, The Bureau International des Expositions (BIE) multimedia exhibition and information center (The Center) opened in Paris, France. The Center is dedicated to the history, education about and ongoing planning of world expos. To meet that mandate, there are Christie® visual display technologies in three specific areas: the reception area, the exhibition hall and the boardroom. These spaces are used by future exposition organizers, delegates, scholars and students.

The idea for The Center came from Crystal CG's Pascal Deseure, who now serves as the Center's managing director. Deseure saw the opportunity to create a partnership between the BIE and Crystal CG after the Shanghai Expo in 2010. At that expo, Crystal CG created the Qing Ming Festival Along the Riverside display — an antique painting of the festival brought to beautiful life through projected animation.

The display “opened doors” for Crystal CG according to Deseure. He explains, “Culturally, the piece is so important that Crystal CG has been travelling around Asia with it....The support of the Chinese government for the display made it even more important for Crystal CG's profile. It opened the way for us to work on government-issued cultural projects.”

*“Since the moment we connected with Christie, it's gone very smoothly. It's been down to earth, person-to-person, an open, natural and trusting relationship.”*

Pascal Deseure  
Managing Director, the BIE Center

The BIE is a noncommercial and intergovernmental organization and as such, doesn't have a large budget or many sponsors. Crystal CG invited the BIE to China to show them the full range of Crystal CG's work.

### Customer:

Bureau International des Expositions (BIE) multimedia exhibition and information center (The Center)

### Location:

Paris, France

### Industry/Market:

Exhibitions and corporate meetings

### Requirements:

- High-resolution projection
- Innovative design
- Ease of use
- Reliable performance
- Customer service

### Summary:

Crystal CG, a major Christie AV partner in China, created a multimedia exhibition and information center for the Bureau International des Expositions, the intergovernmental organization in charge of all universal and international expositions. Christie provided the visual display technologies.

### Products:

- 26 Christie MicroTiles
- Christie MicroTiles external control unit (ECU)
- 9 Christie LX505 projectors
- 1 Christie LWU505 projector

### Results:

Crystal CG's generous gift to the BIE has proven to be a winning enterprise for Crystal CG, the BIE and Christie. BIE members and potential exhibitors have a place to meet and plan future expositions using Christie visual display technologies. Crystal CG has deepened their rewarding relationships with Christie and the BIE.

At the same time Crystal CG made the BIE the generous offer of a facility with visual display technologies. BIE asked instead for an exhibition hall where they could display the history of exhibitions and create a museum-like show center for BIE delegates. Crystal CG agreed to create The Center near the BIE's international headquarters in Paris.

In return for The Center, Crystal CG is now the BIE's preferred exhibit partner — a prestigious designation in the exhibition field.

Crystal CG had worked with Christie on the Qing Ming Festival Along the Riverside display and was delighted with how Christie's high-quality projection technology enhanced and literally enlivened their rich content.

When the time came to choose an advanced visual display technology partner for The Center, Crystal CG wanted to continue working with Christie. And Christie said yes.

Deseure elaborates, "I said 'If we want to work with someone let's work with someone we can trust'... Since the moment we connected with Christie, it's gone very smoothly. It's been down to earth, person-to-person, an open, natural and trusting relationship."

As the sole corporate sponsor of the BIE Center, Christie has provided a diverse array of advanced digital displays: the award-winning Christie MicroTiles™ in the reception area, and projectors throughout the facility, including the boardroom and exhibition area, which features an interactive display wall.

The exhibition area has movable, opaque glass space dividers that are mounted on ceiling tracks. These dividers can be used to control traffic flow or create additional surfaces for projection using the ceiling-mounted Christie LX505 projectors. The Christie LX505 3LCD projectors are

inobtrusive, versatile communication tools ideally suited for the The Center's purposes. These easy-to-use, economical projectors have 5,000 lumens, 10-bit color processing, and exceptional image quality.

Choosing and designing an exposition site from a two-dimensional map can be challenging. For this reason, the Center's interactive display space, with its seamless 120 degree field of view, is Deseure's favorite area in The Center. He explains that "it shows the potential of a project. We can bring a project to life and have a BIE delegate play with it. People are tired of watching animations — they need more interactivity. They love it. Getting that reaction and emotional input leaves a lasting impression on people."

Deseure continues, "With an interactive, 3D site map, people manipulate the image [with a wand] and can visualize how their expo will look and how their site will perform. Who are their neighbors? What is the traffic flow like? What will the visitor experience be like?"

New delegates also take courses at The Center. They learn about their responsibilities and privileges as delegates and about the history of expositions, while planning their own exhibitions. It's all done using Christie visual solutions.

Deseure enthuses, "The Center is so new that people are just starting to see how they can use the space to the fullest. It's really starting to take wing!"

#### Contact Christie

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



▲ The Center's boardroom uses a Christie LWU505 projector for sharing messages and meetings.



▲ The Center's reception area features a video display wall of 26 Christie MicroTiles.

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