



Christie demonstrates its ongoing support for independent exhibition in Australia and New Zealand at the ICA Conference & Gala Dinner 2018

SYDNEY, Australia – (March 19, 2018) – [Christie®](#), a leader in creating and delivering the world's best visual and audio experiences, and Gold Sponsor of the [Independent Cinemas Australia](#) (ICA) Conference 2018, is fully committed to supporting independent exhibitors in Australia and New Zealand through its proven technology and solutions-driven service in collaboration with the ICA.

Christie and ICA first partnered in support of independent exhibitors through the Christie-ICA Network Operations Centre (NOC) in 2012. It provides 24/7/365 monitoring of hardware such as projectors, players, IMBs, theatre management systems and networks that connect all these components, and offers round-the-clock telephone support for all technical issues, including day-to-day operational questions. NOC operators are fully connected to the equipment on site to quickly fix problems remotely with log files and thus help to free up employees at the cinema to deal with their customers during the delay.

The Christie-ICA NOC complements the comprehensive support offerings of Christie's main NOC located in Los Angeles, USA, which has been the backbone of service for the exhibition industry in North America. Drawing on over 85 years of experience working with Fortune 1000 companies, Christie's NOCs keep track of more than 500,000 individual showings and provide comprehensive remote monitoring and management of devices, along with technical phone support solutions, to local exhibitors around the world.

"Since our collaboration in 2012, Christie has been playing a critical role in helping our members make the transition from analogue to digital as seamless and painless as possible, and delivering value-added services such as remote software, firmware upgrades, patches and hot fixes to customers' equipment," said Adrienne Pecotic, chief executive officer, ICA. "We are fortunate to have the genuine commitment of such a professional partner dedicated to supporting and being responsive to the needs of independent exhibitors, some of which can be unique, demanding and always pressured."

Michael Bosworth, General Manager, Christie Australia, added, "Over the years, we have developed a strong and enduring relationship with ICA and our collaboration in the Christie-ICA NOC is a case in point. I'm pleased to note that our NOC membership continues to grow in Australia and New Zealand, and customer satisfaction remains high."

Tom Schwartz, Senior Director, Global Managed Services, Christie, also noted how much he was looking forward to attending the ICA Conference in Sydney from March 19-22, and meeting with many independent exhibitors and service providers during his stay. "We welcome customer feedback and are fully committed to continual improvements making the Australia

NOC one of the most efficient and reliable in the region. I look forward helping Christie support and celebrate the vibrant Australian and New Zealand independent industry throughout this week's event and at the Gala Dinner on Wednesday."

The hub and vital component of Christie Managed Services

Schwartz added that the US NOC – which has been in operation since 2003 – is the hub and vital component of [Christie Managed Services](#), where turnkey deployment and implementation services, as well as remote and local support of digital cinema, onscreen advertising and digital signage are provided.

"By utilising a proven suite of tools, Christie's NOCs allow remote monitoring of the health and status of customer systems. They also manage the configuration of systems, provide help-desk services to customer staff, and access to local technicians with local parts to provide on-site repair and support. In addition to the command centre, Christie's NOCs are also equipped with system integration spaces, dedicated training rooms, climate-controlled rooms built to industry standards for data and connectivity, as well as power redundancy to maintain 24/7 readiness," he said.

Christie's experience has shown that remote monitoring has clear cost benefits by reducing the need for on-site support. Through the NOC, updates can be remotely administered and between 30 and 40 percent of all reported problems have been resolved without the need for on-site technical response. Service contracts are also customisable to help customers choose the level of service and response time that is right for their application and budget.

YourChristie mobile app for NOC customers

As an enhancement to NOC customers' remote monitoring subscription, Christie has rolled out a mobile app that brings the power and convenience of Christie's NOC to customer's fingertips. Known as *YourChristie Mobile*, it helps to keep customers close to the status of service cases and equipment, anytime, anywhere. Important day-to-day business are not interrupted as *YourChristie Mobile* tracks near real-time case management information, delivers equipment alerts, and gives access to system profile information.

Schwartz added, "Remote monitoring of digital equipment is cost effective and dramatically reduces the need for on-site visits from third party service providers. In this regard, *YourChristie Mobile* provides customers with another important tool in the management of mission critical equipment."

YourChristie Mobile is available for free download for Android and iOS users on the Google Play store and Apple iTunes store respectively.

About Christie®

Christie Digital Systems USA, Inc. is a global visual technologies company and is a wholly-owned subsidiary of Ushio, Inc., Japan, (JP:6925). Consistently setting the standards by being the first to market some of the world's most advanced projectors and complete system displays, Christie is recognised as

one of the most innovative visual technology companies in the world. From retail displays to Hollywood, mission critical command centres to classrooms and training simulators, Christie display solutions and projectors capture the attention of audiences around the world with dynamic and stunning images, accompanied by awe-inspiring sound. Visit www.christiedigital.com.

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