

AZTEC EVENT SERVICES JOIN THE RUSH TOWARDS MICROTILES

Aztec Event Services has invested in 70 of the new Christie MicroTiles™ after seeing them launched at February's ISE Show in Amsterdam.

Aztec MD, John Robson said: "There was clearly a buzz surrounding MicroTiles, and I could see immediately that the product had potential in the exhibition sector and that there were huge opportunities for MicroTiles within our creative arm, Aztec Digital."

"Finding Micro Tiles was timely as we had been considering investing in seamless LCD/plasma. We get a fair bit of demand for display walls in the exhibition sector, but I held off because of brightness and resolution issues, and the fact that they are big and bulky, making handling very difficult. There were other technical factors — such as colour balancing, matrix mounting on a grid, and limited lifetime — that counted against seamless technology. I had hoped something would come along and MicroTiles fit the gap. They have been really well thought through — how they lock together, talk to each other, and their constant colour balancing."

Aztec's initial order is based on having sufficient tiles to replicate a 4 x 4 seamless plasma wall although they also will use them in many other shapes and configurations at corporate events. Robson consulted his senior technical personnel, and having decided on the strength of the display media, Aztec turned their attention to creating high-quality media. On the basis that MicroTiles are also simple to lock together, robust, can be assembled very quickly, the front screen of each tile is easy to replace in situ and to construct on a small footprint, Aztec also envisage a vibrant dry hire market.

Robson couldn't be more optimistic as he prepares a product showcase at the Emirates Stadium in the autumn. "We already have orders and are itching to get our hands on MicroTiles," he says.