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**Digital Future**

## **CHRISTIE FOSTERS COLLABORATION AND INNOVATION AT COMMUNITECH HUB**

KITCHENER – Christie® announced its participation in The Communitech Hub (The Hub) in Kitchener, Ontario. A digital media innovation centre, The Hub will foster collaboration and creativity among established companies and start-ups to enhance Canada's position in the digital age. A proud member of the local economy, Christie is a founding partner and visionary for The Hub, providing advanced visualization tools and integration expertise to help companies explore new concepts and advance their initiatives.

Featured prominently in the partner space is a four-sided, 3D 'immersive environment' (which will be known as the Hub Interactive Visualization Environment or HIVE), designed and integrated by Christie. The HIVE, powered by 12 Christie high definition Mirage 3D stereoscopic projectors, enables the display of vast amounts of data in a totally immersive setting – providing advanced research capabilities. Christie's Mirage 3D stereoscopic projectors and Christie Spyder X20 video processors are also installed in the Theatre/Event Space and Executive Briefing Room, allowing wider content sharing and collaboration across disciplines.

Deemed the new digital canvas, Christie's award-winning modular display tiles, Christie® MicroTiles™, add a dynamic and creative backdrop to the lobby, lighting up the main reception desk and seating area. The digital display technology recently earned the Janus de l'Industrie Award from the French Institute of Design (Institut Francais du Design) – France's coveted design label for outstanding creative products in the field of industrial design.

"The Communitech Hub is where ideas will incubate. Canada's future is with start-up companies that drive innovation forward and we are proud to provide our support," said Gerry Remers, president and COO, Christie Digital Systems Canada Inc. "We want these start-ups to embrace our technologies to explore new concepts and advance their ideas. There is no doubt collaboration and mentoring will germinate new initiatives in digital media, ensuring the long-term economic success of Waterloo Region."

"Waterloo Region is home to more than 700 high-tech companies and is world-renowned for its technological innovations and collaborative efforts," said Bob Rushby, chief technology officer at Christie and co-inventor of Christie MicroTiles. "The Hub is a place for the meeting of the minds. When great minds converge, great things happen and we look forward to seeing new innovations emerge."

The Hub is located in The Tannery – a 150-year-old building where stone and steel girders from the city's industrial past greet Christie's integration and advanced digital design expertise. More than 500 people are expected to work in The Tannery, generating an enormous economic spin-off for the city's downtown core and creating technology jobs for Ontario.