

Christie Opens Madrid Branch

Written by Bob Snyder
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Christie opens a Spanish branch in Boadilla del Monte, a town just 14.5 kms outside Madrid, and right next to *Ciudad de la Imagen*, an office and audiovisual leisure complex which is home to many TV channels, audiovisual producers, multiplexes, postproduction companies, film schools, audiovisual industry associations and film archives.

With a total surface area of 500 sq.m, the branch hosts a showroom displaying Christie's technologies and products, including projectors and videowalls.

It also has several rooms for staging live demos, commercial meetings, seminars and training courses, plus a space for technical services. The new facility is also available for use by Christie's clients and partners.

Christie's Iberian branch will be headed by **Marcos Fernández**, Christie's new Country Sales Manager for Spain and Portugal. "It was time for Christie to have its own office in Spain, a truly dynamic region for Christie in EMEA. This follows years of successful brand development through Antonio Abad's Independent Consultant office." says Fernández.

Over the last four years, Christie's business in Spain and Portugal saw a 4X rise, despite the economic climate.

Some of Christie's latest work in Spain include: Banco Santander's financial centre; Antena 3's

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news studio; hundreds of Christie MicroTiles implemented in a whole range of TV programmes (*El Hormiguero, Tonterías las justas, El Círculo* ...), businesses, control rooms as well as in the rental sector for events; supply of high-powered equipment to Spain and Portugal's main rental agents; and the installation of hundreds of digital film projectors for major cinema chains (*Yelmo Cines, Cinesur, Filmax, Cines Verdi* ...) and postproduction companies (*Molinare, Telson* ...).

Christie has an extensive network of partners in Spain. In the entertainment industry, **Kelonik** act as a certified Service Provider while **Sercine** is a Certified Partner, offering services and support for Christie's DLP Cinema products.

Go [Christie's New Madrid Office](#)