

## PRESS RELEASE

AVAILABLE FOR IMMEDIATE RELEASE

23 June 2025

### Microhire Secures Royal ICC Renewal with Major Technology Investment to Enhance Client Experience Across Brisbane Showgrounds

Microhire, Australia's leading provider of audio visual and event staging solutions, together with the RNA's Royal International Convention Centre (Royal ICC), are proud to announce the successful renewal of their long-standing partnership, **extending a relationship that has thrived for over a decade.**

As part of this renewal, Microhire is making a significant uplift in technology infrastructure across the world-class venue and the broader Brisbane Showgrounds precinct. This upgrade is designed to set a new standard for live event technology in Queensland, delivering even greater flexibility, customisation, and impact for event organisers and attendees.

#### A Historic Venue Boasting Next-Gen Technology

A major component of the investment centres around **next-generation LED wall technology.** Microhire's latest investment at Royal ICC will deliver a striking new visual capability, headlined by a massive moveable **LED wall spanning 24 metres wide!** Mounted on over **60 metres of tracking,** this system creates immersive environments that can shift and reconfigure with ease, and with nearly **12 million pixels at play,** every detail is delivered in razor-sharp clarity.

These high-resolution displays will feature prominently throughout the exhibition halls, delivering scalable, cost-effective customisation options for event organisers.

Complementing the main halls, this **capability extends into foyer areas** where dynamic visual content can be deployed with seamless integration across multiple formats and room configurations. The extended meeting room network **will feature individual 4m x 2.25m LED walls,** bringing vibrant visual capability to breakout sessions, workshops, and hybrid formats. In total, these breakouts add over 60 square metres of LED surface area, providing seamless flexibility and an unparalleled canvas for content-rich events of any scale.

Audio will also receive a significant upgrade, with the installation of a **new line array system** in the main hall. This allows for multiple configurations to suit everything from plenary sessions to complex multi-zone activations, providing clear, powerful sound coverage tailored to each event's needs. In addition, the venue's lighting capabilities will be elevated with the introduction of more than **300 intelligent moving head fixtures,** enabling immersive and adaptable lighting designs to support the diverse energy and ambience of events held across the precinct.



Karsten Richert, Regional General Manager - Microhire, commented:

“We are honoured to continue our journey with Royal ICC, one of Queensland’s most iconic venues. This renewal reflects our shared vision to stay at the forefront of event technology. Clients can now expect an even more immersive and adaptable experience, supported by a technical team that brings creativity and precision to every show.”

Jago Coyle, General Manager of Venue Sales and Marketing – Brisbane Showgrounds, commented:

“We’re excited to extend our partnership with Microhire, a company that understands the unique demands of our venues and consistently delivers above and beyond. Our partnership has thrived since its inception in 2013, and we’re proud to see it evolve to meet the future of live events. The technology investment will allow us to offer even more creative and impactful experiences for our clients, reinforcing the Brisbane Showgrounds as a premier destination for events of all sizes.”

The technology uplift will begin in late 2025, with phased enhancements ensuring the venue’s robust event calendar remains unaffected.

For further information visit <https://www.microhire.com.au/>

-ends-

**For media enquiries please contact:**

Susan Hamilton | Director of Sales & Marketing | Microhire  
susan.hamilton@microhire.com | 0411 748 999

Nicole Clifton | Media & Communications Advisor | RNA  
nclifton@rna.org.au | 0417 451 775

## About Microhire

Microhire is Australia’s most experienced event staging partner, powering exceptional events across the Asia Pacific region for close to 40 years. With a commitment to innovation, service, and creative impact, Microhire delivers end-to-end audio, vision, lighting, and event solutions for venues, corporate clients, exhibitions and production agencies alike.

EXCEPTIONAL EVENTS created by EXCEPTIONAL PEOPLE. WE HAVE BOTH.

## About the Brisbane Showgrounds

The historic Brisbane Showgrounds is a world-class events and lifestyle precinct located just 1.5km from the city’s CBD. It’s home to the state-of-the-art Royal International Convention Centre (Royal ICC), a four and a half star Rydges Hotel and vibrant King Street dining and retail hub, making it a sought-after and leading events destination.

