



8 July 2026

New 36-metre multi-screen LED installation first of its kind for Brisbane events

A new LED screen system at the Royal International Convention Centre (Royal ICC) is delivering a first-of-its-kind capability for Brisbane events.

It follows the installation of a third 12-metre screen by the venue's in-house audio-visual partner Microhire late last week, expanding the existing two-screen setup in the Royal ICC halls.

The third screen was completed ahead of its first use today at the Queensland Tourism Industry Council (QTIC) NAIDOC Corporate Breakfast.

The additional screen significantly expands configuration options, with all three screens able to operate in parallel across a combined 36 metres in length, or be lowered to stage height to create a dynamic centre-stage LED backdrop. The installation is the first of its kind in Brisbane, providing a total of 122 square metres of LED display, powered by Watchout 7 Media Servers and PixelHue P80 presentation switcher.

The first two screens were installed in February, with the latest addition forming part of Microhire's continued investment in new audio-visual capability and technology at the venue.

Brisbane Showgrounds General Manager of Venue Sales and Marketing Jago Coyle said the addition of the third screen further strengthened the Royal ICC's offering for event organisers.

"The new 36-metre LED capability gives our clients even more creative freedom when designing their events," he said.

"Whether it's a large-scale conference requiring a panoramic display or an awards night with a striking stage backdrop, this technology allows organisers to create more immersive and memorable moments for their guests."

"The ability to configure the screens in different ways means we can support a wider range of event formats, while giving clients greater flexibility, impact and value within the event space."

Microhire's Regional General Manager of Queensland Bryan Dochstader said "events are now demanding a high level of impact and flexibility that this technology delivers, and this investment maintains Royal ICC's truly international standard and allows a competitive price point for our clients."

The Brisbane Showgrounds precinct is located 1.5km from Brisbane's CBD and is Queensland's largest indoor/outdoor events site. Visit www.brisbaneshowgrounds.com.au

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