

Christie's launches a new era of auctioneering with debut of Christie's Live® in Dubai

Signaling a new conduit for art and jewellery enthusiasts in the Middle East, Christie's, the world's leading auction house will introduce a real-time multi-media auction service, Christie's LIVE™ in Dubai. This new offering qualifies Christie's as the first international auction house in the Middle East to offer art, jewellery and watches through live online auctions.



Ahead of its autumn sales in Dubai on 31 October and 1 November – set to focus the spotlight on an array of the world's most rare jewellery and museum-quality art -- Christie's LIVE™ will enable collectors and interested parties around the Middle East and the world to enjoy the look, sound and feel of Christie's auctions from their personal computer, as well as participate in them.

Since its launch on July 12, 2006, Christie's LIVE™ has sold U S \$ 25.1 million in 37 sales, with more than 28,600 online bids accepted. The combined value of winning bids and direct underbidding online stands at US \$ 78.1 million. In the sales that have offered Christie's LIVE™, 11% of clients have utilized the feature to register and bid, and in the New York House Sales category, LIVE™ has encouraged a 75% increase in bidder registration during its first full year.

The top Christie's LIVE™ lot sold to date is La Terre by Syed Haider Raza, a contemporary Indian painting that realized \$408,000/£220,500 on 20 September 2006 during Christie's New York's prestigious Asia Week sales.

Michael Jeha, Managing Director of Christie's Dubai, says "Christie's LIVE® is an exciting new strategy for Christie's growing global client base, and reaffirms our tradition of providing new avenues of customer service in the truly global market for arts, antiques and collectibles and encouraging the next generation of enthusiasts and collectors."

"The seamless technology of Christie's LIVE® combines real-time video and audio with clear bidding instructions, enabling users in Dubai and around the Middle East to 'virtually' attend auctions at Christie's salerooms across the globe," added Jeha.

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