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Platinum Punch on Justin Bieber Dominican Republic and India Shows

When Justin Bieber's "Purpose" world tour played the Hard Rock Hotel in the Dominican Republic earlier in the year, Dominican-based rental company and Elation dealer BM Eventos was there to supply Elation's indomitable Platinum Beam 5R™ beam light's for some classic beam looks.

LD Cory FitzGerald had 120 of the pioneering beam fixtures at his disposal to provide eye-catching barrages of thick beams from positions in the overhead rig, stage front, right and left, and from the walkway. "It's been a very important lighting fixture in the industry for many years with excellent, proven performance," stated General Manager Edwin Belliard of BM Eventos, the rental company responsible for assembly of the lighting and lighting control system for the show. "The Platinum Beam 5R gives a lot of quality at a low cost. On the Justin Bieber show here in the Dominican Republic, there were no setbacks with the fixtures and the lighting team was super happy with the whole system."



Bieber's Dominican Republic show wasn't the only tour stop in which Elation fixtures got involved. In India, also earlier in the year, Elation dealer Star Dimensions supplied 140 Platinum Beam 5Rs, 24 Platinum Beam 5R Extremes, 22 Rayzor Q7 LED moving heads, and 38 SixPar 300 LED Par lights for the Canadian star's show at DY Patil Stadium in Mumbai.

About Elation Professional

Elation Professional is one of the world's leading lighting and visual solutions providers and is the global brand of Elation Lighting. Founded in 1992 and headquartered in Los Angeles, with European sales, distribution and support based in The Netherlands, Elation designs and manufactures a comprehensive range of innovative yet affordable lighting and video products that are distributed through a global network of dealers and distributors. Made up of a spirited team of dedicated personnel, Elation is setting new efficiency and performance standards in Platinum lamp and LED technology and is acknowledged for a comprehensive commitment to Total Support. As a company in expansion with a presence in a growing variety of market segments, chances are you've experienced Elation lighting at a concert, special event, TV,



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theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit www.elationlighting.com

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