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## Matthias Hinrichs Joins Elation Professional as Product Manager

Elation Professional is pleased and excited to announce that one of the lighting industry's most knowledgeable, experienced and affable professionals, Matthias Hinrichs, has joined the company as a Product Manager.



"We are all very excited to have Matthias joining the team," stated Elation Sales Director Eric Loader. "His experience in the professional lighting market along with his relationships with many top lighting designers and customers will be a great resource for our product development. He will be focused on getting feedback in from the market, working on the finer details of our products, making sure our products deliver on point and at the highest level. On a personal note, having worked with Matthias before, I am really happy to be working with him again and am confident he will make a great addition to the continued growth of our company."

Matthias is a well-known face in the industry, having worked as a lighting and control systems product manager at Martin Professional since 2003 and prior to that as a well-respected freelance lighting director and programmer. Over the years, the self-described product designer and innovator has worked in staging, audio, as a DJ, lightjockey, in technical support, business development and finally as a product manager for lighting control and automated lighting fixtures.

"I love dreaming up great products and ideas for the lighting industry and work with incredible teams to realize them from the napkin drawing to highly integrated manufacturing across the globe," says Matthias, who began in the new position at the start of the year. "In my new role, I am excited to be part of Elation's commitment to innovation and R&D. Unique fixtures like the recently launched Dartz 360 and Artiste Dali are great examples of Elation's technological advancements."

Elation President Toby Velazquez is thrilled to have such an impassioned lighting pro join the Elation team, commenting, "Within the first hour of meeting Matthias I knew we shared the same passion for the lighting industry. I was convinced he could focus on the details, details, details that are critical to LD's and our customers and a key to helping them be successful!"

### 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



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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, theater, late night venue, House of Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit [www.elationlighting.com](http://www.elationlighting.com)

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