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## 3G Productions LLC grows lighting inventory with large Elation lighting package

**Purchase an important component in offering clients high-quality, full-service production**

Full-service production company 3G Productions LLC (3G) has bolstered its growing inventory of entertainment lighting with a large investment in Elation lighting fixtures. The purchase—some 230 fixtures in total—includes [Smarty Hybrid™](#) and [Rayzor 760™](#) moving heads, along with [Cuepix Blinder WW2s™](#).

3G services a huge variety of live production and installation clients through a relationship-focused approach that emphasizes quality using the most advanced technology. With facilities in Las Vegas and Los Angeles, 3G ([www.3gpl.com](http://www.3gpl.com)) is positioned to cover productions with lighting, audio, video and rigging along the US West Coast and across the American West.



In business since 2004, 3G used the pandemic downtime to recapitalize and restructure, emerging in 2021 with an increased focus on full-service production. The broader approach required 3G to expand their lighting inventory in order to more effectively fulfill riders and better serve their customers.

“We differentiate ourselves by having best-in-class equipment and top notch engineers,” stated Keith Conrad, CEO at 3G Productions LLC. “We look for quality gear with value and Elation is a great mix of a high quality product at a good price. Our strategy is to buy deeper into



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products and we especially liked the Smarty, Rayzor and Cuepix Blinders. They are all versatile products that we'll be able to spec on a large variety of shows."

3G has added 130 Smarty Hybrid, 60 Rayzor 760, and 40 Cuepix WW2 Blinders to inventory, gear that joins other recent lighting purchases in 3G's inventory. Corey Felgenhour, Director of Lighting for 3G Productions LLC, commented on the acquisition. "With these additional tools, 3G Productions' lighting department can bring increased versatility and efficiency to any production. In combination, the Smarty Hybrid and Rayzor 760 can provide a multitude of on-the-fly creative looks to spaces large and small—from wash coverage to aerial beam effects and even camera candy—and will play an integral role in evoking the multitude of emotions that can only be experienced at live events. We are excited to bring these fixtures' capabilities to dazzle onlookers at immersive, innovative, and awe-inspiring events."

An additional point that CEO Conrad stresses, and one that has specific importance in a tough supply market, is availability of product. "Delivery wasn't 6 months or 9 months away," he states. "We wanted to get moving right away so we were happy that Elation had the products available. Rider friendliness, a high quality brand at the right price, but also availability—that's what drove our decision."

The Smarty Hybrid is a multifunctional CMY moving head with a full-featured design that includes plenty of color and graphics options. Its Platinum FLEX 200 lamp (6,000 hours) produces up to 14,000 lumens. Useful as a simple wash or specialty effect light, the Rayzor 760 can pan & tilt continuously and along with its ultra-wide 5° to 77° zoom and patented SparkLED pixel sparkle effect, provides designers ample opportunity to be creative.

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3G took delivery of its new Elation fixtures in early May and the lights were immediately put to work servicing a stadium tour with Latin band Grupo Firme with additional fixtures out on a long-term install project at Resorts World Las Vegas. The purchase is not 3G's first foray into Elation gear however. The company owns other Cuepix Blinders, as well as Color Chorus lights, and has done integration work using Elation lighting, for example at Harrah's Casino in Las Vegas for Donny Osmond's current solo residency.

All photos: 3G Productions LLC

Photo 4: Grupo Firme, SoFi Stadium, Los Angeles, May 28, 2022

#### **About Elation Professional**

Based in California with facilities in Florida and Mexico City, as well as European offices in The Netherlands, Elation designs and manufactures a comprehensive range of innovative lighting products known for its superior performance, excellent efficiency, and outstanding price: value ratio, all backed by a hard-earned reputation for Total Support. Elation also offers an advanced line of lighting control products through Obsidian Control Systems, as well as a full range of dependable specialty effects called Magmatic. Our mission has always been simple: to provide best-in-class products and service while offering the best value: performance ratio in the industry. Elation products continue to be a part of the industry's most exciting projects across the globe. We invite you to take a closer look at [www.elationlighting.com](http://www.elationlighting.com)

For more information, contact:

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