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## 4Wall Entertainment Expands Rental Inventory with Major Investment in Elation PARAGON

Leading audio, lighting and video company 4Wall Entertainment has made a significant investment in Elation's PARAGON series, adding hundreds of [PARAGON S](#) and [PARAGON M](#) LED profile luminaires to its rental inventory across multiple U.S. locations.

According to Wes Bailey, CEO at 4Wall, the PARAGON's compact size and host of innovative features were decisive factors. "PARAGON S fills a valuable need for us due to its compact size and wide feature set. The fact that it's also IP54 rated made purchasing these an easy decision."



Bailey also highlighted the fixture's variable CRI engine, multiple front lens choices, and ultra-quiet mode as significant advantages. "Previously, there were few options in this field that had these offerings. You would have to pick and choose what features were important to you and what you were willing to give up. Having these features all in one fixture was an important factor in our decision to add these."

**New Flagship Series**



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Elation's PARAGON series is the company's new flagship fixture line, reflecting years of R&D development and collaboration with top lighting designers. Available in three models (S, M, LT) to suit different venue scales and needs, each fixture is IP54-rated and built with flexibility in mind. PARAGON features an interchangeable lens system, Elation's proprietary TruTone variable CRI technology, and a comprehensive suite of creative design tools — all within a compact, rugged housing.

### **Already in Action**

4Wall's new PARAGON units are already being put to use across a wide range of projects, including corporate events, concert tours, television, and theatre productions. Recent highlights include the IBM Tech Conference, Dell Technologies World, NetApp Converge, Ford National Dealer Meeting, and the upcoming Dreamforce convention.

### ***Am I Roxie?***

In the theatre world, 4Wall's PARAGONs are currently featured in *Am I Roxie?*, running September 3 – October 5 at the Geffen Playhouse in Los Angeles with fixtures supplied by 4Wall. Lighting designer Pablo Santiago, who specified the PARAGON for the play and is using them over the stage to create specials, backlight, stage textures, and kinetic movement, praised the fixture's versatility and compact design:

"The reason why we chose the PARAGON was first and foremost the size," Santiago explained. "We have limited fly space due to all the scenery flying in for the different scenes, so making sure it fit and was able to be as flexible as we needed the movers to be, it was the perfect choice."

Santiago added that the PARAGON's brightness "is quite good for the size and doesn't fall off when in saturated color, which is very helpful. We don't feel we are compromising on lumens for a theater the size of the Geffen."

The designer highlighted the gobo options and flexibility as especially useful in a theatre setting, with the standard gobo load interesting and likely to be very useful for a theatrical production.

"The color chips, particularly the quad color, also stand out," he said. "And the effects and movement from the prisms and animation wheel give me a wide range of choices and evocative looks."

PARAGON has also been designed for applications that require quiet operation, an important feature in any theatre setting and one that Santiago remarked on. "The play has a lot of quite intimate moments, and we haven't had any issues with fan noise which is impressive."

Bailey concludes by noting that the competitive price point were also important considerations when comparing PARAGON to similar fixtures. The new fixtures join a wide range of other Elation products already in 4Wall's inventory, further strengthening the company's ability to fulfill client needs across multiple markets.



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### **About Elation**

At Elation, we collaborate with leading professionals in the lighting industry to help bring extraordinary experiences to life. As a designer and manufacturer of a wide range of high-performance entertainment lighting products, we're proud to be a trusted partner to top lighting professionals and rental houses around the world. Our commitment to quality, innovation, and creative solutions has made us a go-to resource in the industry. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. Elation serves clients worldwide through offices in Los Angeles, Mexico City, and the Netherlands. We invite you to take a closer look at [elationlighting.com](http://elationlighting.com)

For more information, contact:

### **Elation US**

6122 S. Eastern Avenue  
Los Angeles, CA 90040  
USA  
Tel: (866) 245-6726 (toll free)  
Tel: 323 582-3322  
[sales@elationlighting.com](mailto:sales@elationlighting.com)  
[www.elationlighting.com](http://www.elationlighting.com)

### **Elation EU**

Junostraat 2.  
6468 EW Kerkrade  
The Netherlands  
Tel: +31 (0)45 546 85 66  
[info@elationlighting.eu](mailto:info@elationlighting.eu)  
[www.elationlighting.eu](http://www.elationlighting.eu)

### **Elation Mexico**

Av Santa Ana 30,  
Parque Industrial Lerma,  
Lerma, Mexico 52000  
Tel: +011 52 728 282 7070  
[ventas@elationlighting.com](mailto:ventas@elationlighting.com)  
[www.elationlighting.com](http://www.elationlighting.com)