

FOR IMMEDIATE RELEASE

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APS Ltd. Invests in Elation Proteus™, Smarty Hybrid™

APS Ltd. (Alexander Production Services) of the UK has strengthened their in-house stock of entertainment technology through delivery of Elation's all-weather Proteus Hybrid™ moving head and multi-functional Smarty Hybrid™ moving head.

Located an hour west of London, near Reading, with roots in the entertainment technology industry that go back to 1996, APS Ltd. focuses on event management and power, lighting and sound supply for private and corporate customers, as well as architectural lighting.



"Because we do a lot of lighting work outside and within marquees, having high quality IP-rated lights is key to our success in delivering these types of installations," stated APS's Richard Alexander. "With its exceptional power, IP rating and flexibility, the Proteus Hybrid will be invaluable for architectural and entertainment lighting, and we believe these fixtures will be attractive as part of our dry-hire stock to high-end third-party event companies for large entertainment venues. For example, we are often asked to light up buildings/objects where there is no immediately available power. The Proteus will allow us to illuminate these features from a considerable distance!" Alexander adds that they will also have application when supporting firework displays with other lighting effects.

Also added to APS inventory is the Smarty Hybrid, Elation's compact and efficient CMY color mixing hybrid moving head that APS plans to employ on high-end events and dry-hire projects, as well as architectural and even retail applications. "It is brand new, high-end and extremely versatile," Alexander said. "And being three lights in one, it allows us to offer a range of great effects from one light. This allows us to explore more exciting options for light shows." Moreover, the Smarty Hybrid and its discharge lamp is covered by a comprehensive 2-year or 6,000-hour warranty.



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APS Ltd. has used Elation lighting for over eight years and the recent acquisition of the Proteus Hybrid and Smarty Hybrid add to an inventory of Elation products that includes Platinum series spot and beam moving heads, SixBar IP battens and SixPar IP lights, Sniper effect lights and more. "The dependability and versatility of the Elation range helps us deliver really memorable events for our clients and partners," concludes Alexander.

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About Elation Professional

Elation designs and manufactures a comprehensive range of innovative lighting and video products known for their excellent efficiency and outstanding performance. 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

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