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## Elation Fuze Series™ Debuts on AT&T Audience Network Music Concerts

**Platinum FLX™, EMOTION™ digital light and Colour Chorus™ also part of large Elation lighting package. Lighting design by Victor Fable with lighting supply by Kinetic Lighting**

One of America's top lighting designers for television, Victor Fable, used Elation's new Fuze Par Z120 IP™ LED wash light as part of a large Elation Professional lighting package on the recent AT&T Audience Network Music Concerts that aired exclusively on DIRECTV and AT&T U-verse. Southern California-based Kinetic Lighting supplied the new LED wash light for the shows along with Elation's award-winning Platinum FLX™ hybrid moving head, Colour Chorus Series™ LED batten, and Elation's Platinum Beam 5R™ and Platinum Beam 5R Extreme™ moving head beam lights.



The concert series, presented by AT&T Audience Network and filmed at Red Studios in Hollywood, California, was shot over two weeks in mid-September and featured live performances in a club and recording studio setting. Over a dozen artists across all genres of music including Good Charlotte, Bebe Rexha, The Band Perry, AWOLNATION, Brandy Clark and others, taped live concerts, exclusive performances and in-depth artist interviews.

### Fuze debut

The AT&T Audience Network Music Concerts was the first outing for the new Fuze Par Z120 IP, one in a series of new LED lights from Elation that offers something unique in a Par fixture - single source RGBW COB color mixing, an extremely homogenized field of light and a lens face that appears as one color instead of individual LED diodes. "We stock the new Fuze Par Z120 wash because it achieves the look of a single source fixture with a large aperture and no other LED moving wash light on the market does that," comments David Rosen of Kinetic Lighting. "While most of the LED moving wash lights out there have multi-cell control and bubbles or rings across their displays, the Fuze goes in a completely different direction with its appearance. We can now offer our clients a totally different look, almost like fixtures from decades ago, while maintaining the color-mixing and efficiency of an LED engine."

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Available in moving head and IP65-rated Par versions, lighting designers value Fuze Series fixtures for their non-pixel look as well as their ability to wash a surface without the multi-shadows created from traditional LED wash fixtures. All Fuze Series fixtures offer useful design features including a wide zoom angle range, full 100% electronic dimming, variable dimming curves and high-speed strobe.

### Looks with EMOTION

LD Victor Fable sought the custom looks that a digital light can provide and turned to his own stock of Elation EMOTION™ fixtures on the show to achieve the visual effects. “The advantage of using EMOTION is flexibility, flexibility, flexibility,” Fable said. “Also it’s simple to get up and running. It’s like adding a moving light on visual steroids!” EMOTION came onto the market last year as a new generation digital light and has reignited excitement for digital lighting with its easier-to-use design and a price point that allows designers to do more with their budget. It is a plug-and-play DMX moving light just like a traditional moving light yet houses an on-board media server with royalty-free digital art and videos and the ability to upload custom content.



### FLXible rig

So they can offer their clients the flexibility of a hybrid solution, Kinetic Lighting stocks Elation’s award-winning multi-functional fixture, the Platinum FLX, and added the fixture to their inventory earlier in the year. “For those clients with limited space and budget, they like getting a spot and beam in a single fixture,” Rosen said of the 3-in-1 moving head. “It has the right mix of features – optics, form factor and price – and we get full CMY color mixing in a hybrid fixture. But we’re especially impressed with its output.” The Platinum FLX features an innovative dual optical system for functionality as a spot, beam or wash effect and houses the Philips™470W Platinum 20R lamp for up to 20,000 lumens of power.

Another important part of Kinetic’s investment was Elation’s Colour Chorus Series of LED battens. The 4-ft Colour Chorus 48™ and 6-ft Colour Chorus 72™ versions were used on the AT&T Audience Network Music Concerts. “We were sold on the Colour Chorus because this line has great output and RGBA color mixing that our most discerning clients love,” Rosen said.

This was Kinetic’s first year working on the AT&T Audience Network Music Concerts and the project proved a success. Kinetic’s David Rosen sums up, “All of the Elation fixtures performed flawlessly,” he said. “They also looked great on camera. LD Victor Fable had a lot of different looks to create over the



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course of the shoot and the Elation fixtures gave him tools to do that, with a variety of colors, textures, and beams. And all of the Elation fixtures are relatively lightweight and compact, so he was able to maximize the rig in the confines of the space.” Master electrician on the project was Kinetic Lighting’s Asher Nelson.

### Elation Gear:

24 x Fuze Par Z120 IP

24 x Platinum FLX

EMOTION™ digital light

20 x Colour Chorus 48

6 x Colour Chorus 72

12 x Platinum Beam 5R

14 x Platinum Beam 5R Extreme

4 x eNode 8 Pro

### 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, 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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