

FOR IMMEDIATE RELEASE

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Alistair Smyth Joins Elation Europe in Technical Sales

Elation Professional's European headquarters is pleased to announce the hiring of Alistair Smyth, a 24-year industry veteran who joins the growing office's technical sales department. Smyth comes to Elation with a proven background in customer, technical, sales and project support and will provide technical advice, assistance and training for Elation's extensive product line.



Originally from Northern Ireland, Smyth lived in England for many years before recently relocating to Kerkrade, The Netherlands, home of the Elation Europe headquarter office, where he has already started in the new position. "I have moved from England to the Netherlands to join Elation and I am excited and happy to join the team here," he said. "The Elation brand has been known to me for many years and I jumped at the chance to be a member of the technical and sales force. I hope to provide a valued contribution to both customers and staff."

Prior to Elation, Smyth worked as a technical sales coordinator at Flashlight Ltd., a distributor of entertainment industry technology near Manchester. He has previously worked in the video department of A.C. Entertainment Technologies (Leeds) and in Canada for Christie Lites, where he was head of service in the rental company's Toronto office. He also has experience from High End/Flying Pig Systems and Vari*lite Production Services (PRG).

"Alistair's many years of industry experience are invaluable and we are delighted that he has joined our team here in Kerkrade," stated Elation's European sales and marketing manager Marc Librecht. "He brings a skill set to the department that will benefit both our sales team and customer base. He not only has technical know-how and problem solving abilities, he is customer focused with an eye for detail that we are confident will strengthen the Elation brand and market presence."

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 and video products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total Support. Through nearly three decades of intelligent lighting development, our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry, helping show designers and producers achieve their vision. From discharge to LED, intelligent to conventional, Elation products continue to be a part of the industry's most exciting projects across the globe and our list of references is always growing. We invite you to take a closer look at www.elationlighting.com

For more information, contact:



www.ElationLighting.com

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