

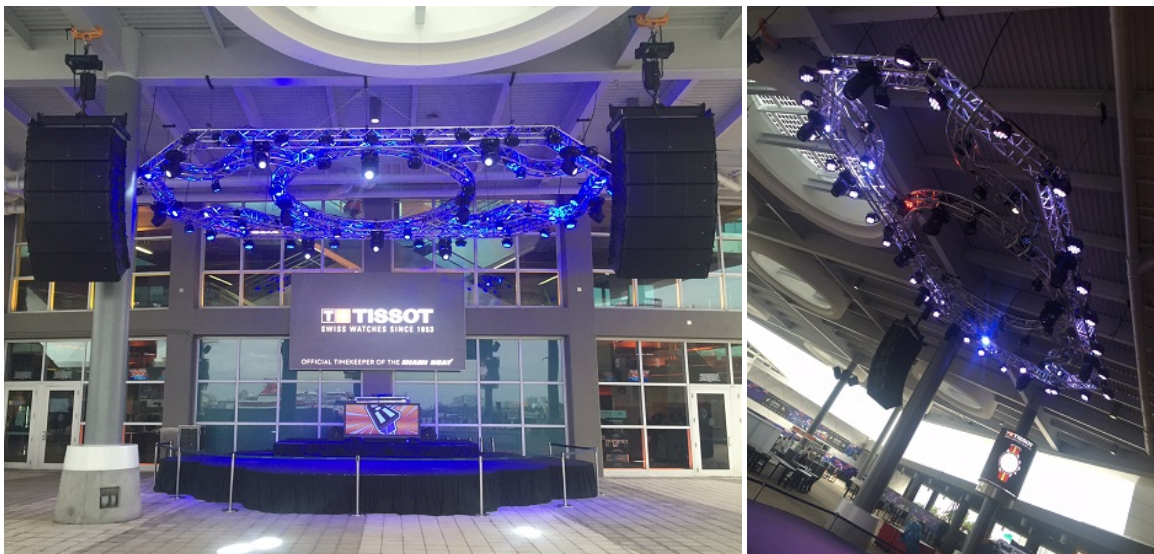
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Elation Lights XFINITY East Plaza at American Airlines Arena in Miami

XFINITY East Plaza on the east side of American Airlines Arena — home of the NBA's Miami Heat — is more than a place for fans to prep before a game or celebrate a victory afterwards. It serves as the newest entertainment venue in downtown Miami complete with performance stage and dynamic lighting rig from Elation Professional.

Used to host pre-game, half time and post-game events, the 23,000 square foot outdoor space takes all the excitement of a Heat game and brings it outdoors. Heat fans are encouraged to arrive to games early to enjoy live music and entertainment, not to mention the stunning view of Biscayne Bay and the Miami skyline, all while enjoying a drink from the Bacardi-sponsored bar (Bacardi also hosts a concert series) and food from local vendors.



The multi-faceted space can also be customized to host special events, private parties or any other event. A 720-square foot stage with back riser for DJ setups is outfitted with Elation SixPar Series™ PAR color changers and Platinum Beam 5R Extreme™ beam effects. An elegant installation with a visually appealing design and eye-catching environment, the flexibility of the dynamic lighting system allows the space to serve as a pre- or post-game chill zone or dress as a club-like setting or concert environment.

The Elation gear is mounted on a custom Duratruss system while a 70,000-watt audio system ensures no one misses a beat. A large LED wall behind the stage also broadcasts live game feeds. Contractor for the sale, installation and service of the lighting, truss and stage was by A Lighting and Sound Inc. of Miami. “We chose Elation fixtures due to their impressive beams, speed and durability,”



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comments Alan Rodriguez of A Lighting and Sound Inc. "Having a local repair and distribution center here in the Miami area was also a benefit that the client saw as a big factor in making the decision to go with Elation. Having a large demo room here locally certainly made my job easier."

The Elation SixPar Series™ PAR color changers and Platinum Beam 5R Extreme™ beam effects are located above the performance stage and used to provide dynamic color wash. Thirty-five SixPar 100™ fixtures with 7x 12-watt LEDs are used to warm the truss in virtually any shade the occasion calls for. Thirty-five SixPar 200™ fixtures with 12x 12-watt LEDs for extra punch are used for stage wash. The SixPar fixtures feature a 6-color LED multi-chip meaning they can color match the environment to any occasion, and they have plenty of brightness. Working with the SixPar fixtures and providing dynamic beam movement effects are 12 Platinum Beam 5R Extremes used for stage and aerial looks. The lighting system is under the control of an Elation-distributed HedgeHog 4X™ lighting console with DMX transmitted wirelessly via a pair of Elation EWDMXT™ wireless DMX transmitters.

The energy-efficient Elation LED lighting system also fits in with the Heat Group's commitment to environmentally sound principles and practices. American Airlines Arena became the first sports and entertainment facility in the world to receive LEED Gold recertification as an international leader in operational sustainability and the low power SixPar solution with LED life rating of 100,000 hours complements that ethos. LEED is the U.S. Green Building Council's leading rating system for designing, constructing and operating the world's greenest, most energy-efficient, and highest performing buildings.

Elation Lighting & Control:

- 35 x SixPar 100™
- 35 x SixPar 200™
- 12 x Platinum Beam 5R Extreme™
- 2 x Elation EWDMXT™
- 1 x HedgeHog 4X™

Duratruss:

- 2 x SQ-C2-90
- 1 x SQ-C4-90
- 4 x SQ-4109-29
- 8 x ST-UJB/C-12
- 8 x SQ-4123
- 2 x SQ-4112-215
- 2 x SQ-4115
- 2 x SQ-4110
- 4 x SQ-4110-.75

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



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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

For more information, contact:

Elation Professional US

6122 S. Eastern Avenue

Los Angeles, CA 90040

USA

Tel: (866) 245-6726 (toll free)

Tel: (323) 582-3322

sales@elationlighting.com

www.elationlighting.com

Elation Professional EU

Junostraat 2.

6468 EW Kerkrade

The Netherlands

Tel: +31 (0)45 546 85 66

info@elationlighting.eu

www.elationlighting.eu