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## Creative Technology Middle East invests in IP-rated Elation Proteus™ and KL Panel™

Creative Technology Middle East (CTME) has made an investment in Elation Professional's industry-leading Proteus series of automated IP65 lights, along with studio-optimized IP-rated KL Panel softlights. The purchase includes the Proteus Excalibur™ sky beam moving head as well as the Proteus Maximus™ LED moving head, both high-power luminaires routinely used on large-scale productions and outdoor spectaculars. Additionally, CTME has invested in Elation's versatile KL Panel XL IP™, a full-color spectrum LED softlight perfect for use in broadcast and film settings. CTME worked closely with Jean Pierre de Vernon from Venutech LLC, Elation's exclusive distributor in the Middle East, to procure the new lighting gear.



Jonas Stenvinkel (International Sales Manager, Elation), Sam Connolly (Head of Lighting Middle East, Creative Technology), Andy Reardon (Managing Director Middle East, Creative Technology)

The Middle East's reputation for producing large-scale, visually stunning events continues to grow and Creative Technology plays an important role in making those happen. The company services a wide range of market sectors from entertainment to corporate, as well as exhibitions, broadcast and high-profile sporting events.

Sam Connolly Head of Lighting at CTME comments, "Elation is a ground-breaking brand creating innovative and versatile products like the Proteus series and KL Panel XL IP. I am



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extremely excited to have these new fixtures added to our vast range of lighting stock. The investment we have made is exceptional to the Middle East, as we can now offer our clients first-class exclusive lighting packages for all their spectacular events across the GCC.”

Andy Reardon, CTME’s Managing Director, adds, “We pride ourselves on providing the very best full-service solutions to our clients, which is why we continue to invest in event technology in the region. Having made this investment, we can continue to be a one-stop solution partner for our clients, ensuring high-quality products, a world-class bespoke service, and provide an elite team. We are delighted to have expanded our lighting stock and thrilled that we can offer this service to meet small and large event requirements across the Middle East.”

The Excalibur is the brightest IP65 full-featured beam fixture ever created. Its enormous output—the beam light generates up to 335,000 lux at 15 meters—in combination with a 260-millimeter lens and 0.8° beam competes with xenon searchlights and sky trackers. The Maximus is a 50,000-lumen profile/beam/wash LED moving head that has earned a reputation as a rider-friendly, industry standard luminaire. Both luminaires feature all-weather Proteus protection and will find service on the diverse range of spectacular events across the Middle East region.

To meet the increasing demand for high-quality lighting solutions at indoor and outdoor broadcast events in the region, CTME has invested in the IP65-rated KL Panel XL IP softlight. This versatile LED softlight boasts an RGBW + Lime + Cyan LED array, delivering bright, full-color washes or beautifully soft white lighting up to 40,000 field lumens. With a range of useful design features, it is ideal for key, fill, and backlight applications, providing exceptional lighting quality that can be easily adjusted to meet the needs of each event.

### **Creative Technology Middle East**

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### **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 products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total Support. Elation also offers an advanced line of lighting control products through Obsidian Control Systems, as well as a full range of dependable specialty effects called Magmatic. Our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry. Elation products continue to be a part of the industry’s most exciting projects across the globe. We invite you to take a closer look at

[www.elationlighting.com](http://www.elationlighting.com)

For more information, contact:



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