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## The Sweet Smell of Success - Platinum FLX™ for 2016 Duftstars Awards

Full service production company satis&fy provided the entertainment technology and decorative atmosphere for the 2016 Duftstars Awards in Berlin, the German perfume industry's premier accolade, and used their new stock of Elation Professional Platinum FLX™ hybrid moving heads on the event.

The Fragrance Foundation of Germany announced the winners of the awards at a presentation ceremony held on May 12<sup>th</sup> at Kraftwerk Berlin. Held under the motto "The Power of Fragrance!" and actually one of the top galas in the German-speaking world, personalities from German TV, film, business, politics and the media walked the purple carpet with a dinner and after-show party music by Culcha Candela.



satis&fy equipped the awards ceremony as technical service provider for event company Vaterblut GmbH. On the ground floor, satis&fy rolled out 1,000 square meters of purple carpet and set up a 120 square meter press backdrop. On the Kraftwerk building's top floor, the multi-functional Platinum FLX fixtures, 100 of which were recently added to satis&fy's inventory, worked with other automated lights in a layered stage lighting concept.

"Because we have a wide variety of clients and a wide range of shows to do, we are always looking for flexibility of product," stated Martin Heuser, Global Director Lighting & Rigging Services at satis&fy of the award-winning hybrid fixture. "The Platinum FLX fits our needs perfectly. It's not a product we chose for just one special effect but a fixture we can use on a large variety of shows for beam looks, washes, gobo projections, mid-air profile looks and certainly a lot more. It's a 'real' hybrid compared to other hybrids."

The FLX houses the Philips™470W Platinum 20R lamp and powers out 20,000 lumens to cut through other lighting and light from LED video walls. Its independent dual optics, which can switch between

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beam, spot and wash modes quickly, make changing from a pencil thin beam to a fat tree trunk beam of light a breeze. It also houses a host of design features like an 8-facet linear prism.

satis&fy, which operates 10 branch offices worldwide, provides entertainment technology to more than 3,000 events, tradeshow, and exhibitions annually. "The rentability of the Platinum FLX is very high," Heuser continues. "It's multifunctional so we can use it on car shows, corporate shows, EDM events and a lot of other events. We can do more shows with the same fixture while reducing the number of lights in the rig, which makes the client happy. It's more quality for the client, more value for money."



satis&fy also created a glamorous lighting atmosphere in the dinner area on the top floor of the venue. Jürgen Mertens, satis&fy Project Manager, expressed his excitement about the event: "The Duftstars concept was impressive, right down the line. The location selected for the event couldn't have been better. The energy of Kraftwerk added to the whole evening. And our collaboration with the agency was simply perfect."

Photos: Jonas Janczyk

### **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)

For more information, contact:

### **Elation Professional EU**

Junostraat 2.  
6468 EW Kerkrade



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

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The Netherlands  
Tel: +31 (0)45 546 85 66  
[info@elationlighting.eu](mailto:info@elationlighting.eu)  
[www.elationlighting.eu](http://www.elationlighting.eu)