

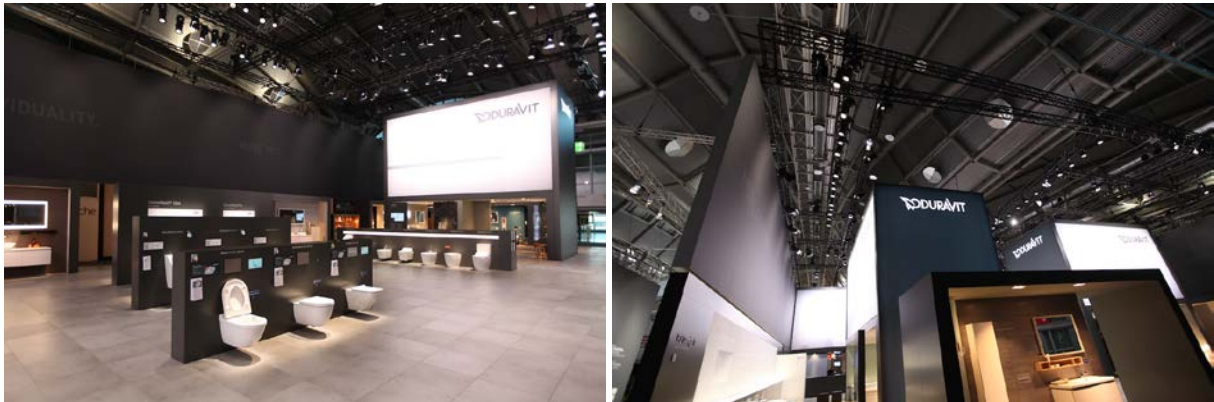
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02-Apr-2015

## Elation White Light LED Fixtures Light Duravit Booth at ISH Trade Show in Frankfurt

Over 40 Elation Professional DW Fresnel white light LED fixtures along with 170 Elation Opti Tri White LED PAR lights were used by electronica event technologies GmbH to illuminate bathroom furnishings company Duravit's booth at ISH 2015, the world's biggest showcase for innovative bathroom design and technology.

electronica event technologies GmbH, a lighting and technical services company based in Hofheim near Frankfurt, has partnered with Duravit for some time, having provided light, sound and video for Duravit trade show booths worldwide since 2000. This was the first time however that they have incorporated Elation lighting into the booth design.



ISH 2015 was held at Messe Frankfurt and ran from March 10-14. Lighting design for the Duravit booth was by Peter Völker of electronica event technologies GmbH, who tested several fixtures in a shootout in their company warehouse before deciding on the DW Fresnel.

Duravit wanted the ability to change the color temperature of their 1,100 sq. meter booth lighting during the fair. The DW Fresnel, which gives a bright and pure daylight white light with no hints of green, is easily adjustable from warm to cool white so that users can modify the color temperature if needed. Powered by a 250W white LED engine, it includes a zoom and beam shaping for effective directional white light control, which electronica event technologies GmbH used to accurately illuminate graphics on the Duravit booth.

"Our customer Duravit and we are convinced of the power and quality of the DW Fresnels," Peter Völker stated. "For this reason, we will continue to invest in Elation products in the future and replace all used CDM Profile Fixtures with DW Profile LED fixtures."



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Used for general lighting of the booth was Elation's Opti Tri White, a high output variable white LED PAR light with cool white, warm white and amber LEDs that allow for adjustable color temperature control. Housing (18) 5W LEDs, the Opti Tri White fixtures are powerful enough to be used from high trim heights, like in trade show rigs, and their compact size allows them to be rigged virtually anywhere.

#### **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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