



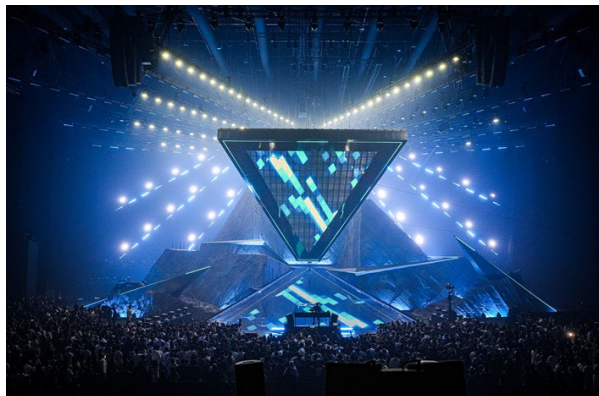
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07-Nov-2025

CTME Dazzles at E-Sports World Cup Opening Ceremony with Elation Lighting

Creative Technology Middle East (CTME) again demonstrated its world-class technical expertise at the E-Sports World Cup (EWC) Opening Ceremony at ANB Arena in Riyadh, Saudi Arabia, delivering an impactful visual experience with the support of nearly 600 Elation lighting fixtures.

EWC 2025 brought together over 2,500 players from around the world, competing for \$70 million in total prize money. Headlined by rapper and singer Post Malone and EDM star Alesso, the star-studded opening event celebrated weeks of top-tier competitive gaming with a spectacular production that merged LED panels, projection, and lighting into a cohesive, cinematic showcase.



Monumental Setup

The visual design, led by Emmy Award-winning designer Jon Kusner of 22 Degrees, featured a monumental setup and included more than 1,500 lighting fixtures and 388 square meters of LED screen. Integrated across the stage floor and overhead triangular trusses, the LED system worked in conjunction with scenic projection deployed onto custom-fabricated triangular structures. The effect was one of rich depth and layered mountain peaks.

Partnering with TAIT, MDLBEAST, and an elite creative team from POSSIBLE Productions Visual Noise, 22 Degrees, and Wieder Design Studios, CTME supplied LED screens, projection mapping, and lighting, supported by a cutting-edge infrastructure backbone for the large-scale production.

Elation IP-rated Rig

Andy Reardon, Managing Director of Creative Technology Middle East, commented, "Our significant investment in lighting technology over the past year has been pivotal in enabling us to deliver impeccable productions of this scale. We expanded our fleet with a substantial number of



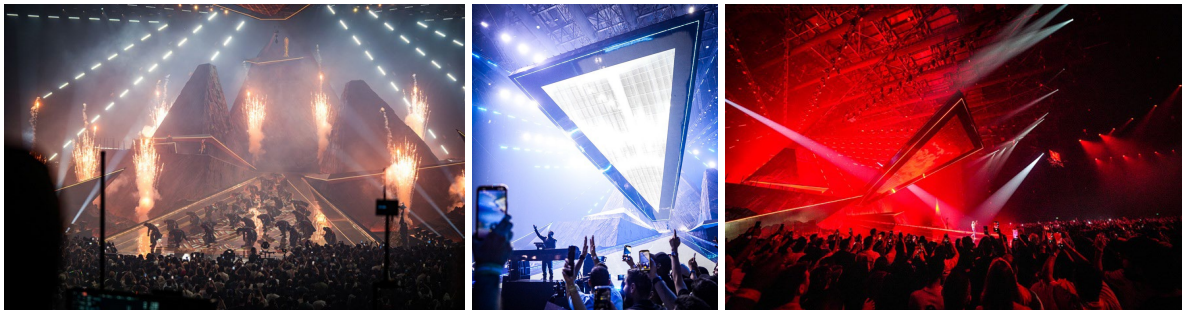
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Elation fixtures. Their performance played a key role in shaping the immersive visual environment and elevating the audience experience throughout the event.”

The massive lighting rig included a powerful array of 200 [PROTEUS MAXIMUS](#), 182 [PULSE PANEL FX](#), and 191 [PULSE BAR L](#) units. CTME’s Head of Lighting & Power, Sam Connolly, praised the Elation gear in helping to achieve the show’s visual identity. “The Elation fixtures performed exceptionally well. They proved to be reliable, bright, and versatile throughout rehearsals and showtime, contributing significantly to the visual impact and creative execution of the production.”

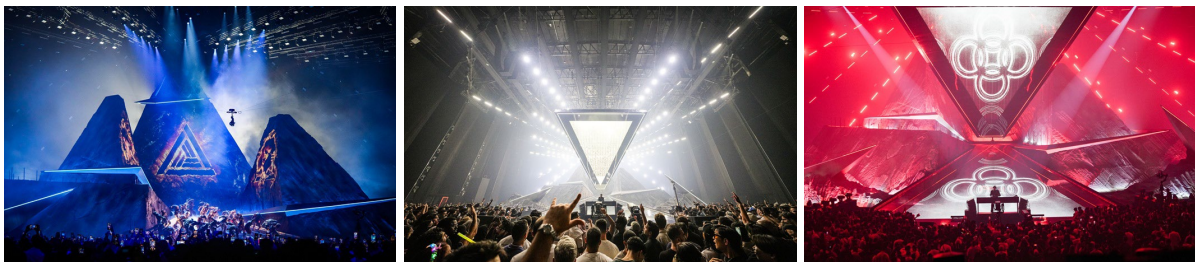
Dynamic Flexibility

The high-power PROTEUS MAXIMUS LED moving heads served as the main profiles, positioned between the series of triangular truss fingers and distributed around the venue. “This setup gave us the flexibility to light any area or highlight specific moments as needed throughout the show,” Connolly explained.



The PULSE PANEL FX units, integrated in line with LED battens, provided a high-powered strobe capability with continuous pan/spin and 180° tilt. Connolly shared that “The tilt and pan functionality of the PULSE PANELs added dynamic movement and unique visual energy to the performance.”

The linear PULSE BAR L strobe and effect lights were positioned both behind the mountain and at the base as uplights, delivering striking eye-candy effects. “With their wide beam angle, they beautifully illuminated the mountain from below, creating dramatic silhouette moments and enhancing the show’s overall visual depth.”





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Color Synchronization

Both the PULSE PANEL FX and PULSE BAR L incorporate 1.5W RGB LEDs with 5W CW strobe LEDs across multiple customizable zones and feature the same effects engine and control capabilities as well.

“One of the main reasons we utilized the Elation PULSE family was for color synchronization,” Connolly shares. “This allowed the lighting design team to achieve perfectly matched color tones across all PULSE fixtures, ensuring a cohesive and uniform look throughout the show.”

As a leader in AV technology, with offices in the UAE, Saudi Arabia, and Qatar, CTME has played a key role in the Middle East’s renown for producing stunning, large-scale events and spectacles. This year’s E-Sports World Cup Opening Ceremony is yet another excellent example of CTME’s ability to bring world-class productions to life.

Photos: Courtesy of Creative Technology Middle East

About Elation

At Elation, we collaborate with leading professionals in the lighting industry to help bring extraordinary experiences to life. As a designer and manufacturer of a wide range of high-performance entertainment lighting products, we’re proud to be a trusted partner to top lighting professionals and rental houses around the world. Our commitment to quality, innovation, and creative solutions has made us a go-to resource in the industry. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. Elation serves clients worldwide through offices in Los Angeles, Mexico City, and the Netherlands. We invite you to take a closer look at elationlighting.com

For more information, contact:

Elation 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 EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu



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Elation Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com