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Elation Introduces EMOTION™ Moving Head Digital Light – Creativity in Motion

Elation Professional is pleased to announce launch of the EMOTION™, a unique digital moving light that marks the company's entry into the digital lighting market. A joint project between Elation Professional and High End Systems, the EMOTION™ is a compact yet powerful moving head digital luminaire that brings to the market the latest in next generation digital lighting technology, pioneered and proven by High End Systems.



This ground-breaking new product is an exclusive offering from Elation Professional and features the patented, high quality software and hardware technology that High End Systems is known for while bringing the ultimate creative lighting tool to the market at a price to performance ratio never seen before.

The EMOTION™ is a plug and play DMX moving light just like a traditional moving light yet houses an on-board media server. Think of it as a moving light with 100s of digital gobo patterns and animation effects with a projection quality that allows for use in a wide range of professional stage, studio, theatrical, club and event applications.

This next generation moving head digital light houses a built-in content library that includes the entire Elation gobo catalog with royalty-free digital art videos, gobos and animations ideal for scenic or aerial projection effects. Imagine no more expensive custom gobos for corporate customers but instead high-resolution full color logos with intricate detail and unlimited branding capabilities for sponsorship promotions. Ideal for the corporate AV market, the EMOTION™ can fill many of the needs of corporate presentations or can simply be used as a flexible lighting fixture in any rig.

"The creative possibilities with the EMOTION™ are not only endless they are in motion, which is why we say 'creativity in motion,' says Eric Loader, sales director for Elation Professional. "This is a new creative tool that is sure to spark a lighting designer's imagination to create all new looks and is certain to elicit emotion from an audience as well. We're very excited about it and will start delivering the EMOTION™ to the market at the end of the summer through a limited number of authorized Elation dealers and distributors worldwide."

The EMOTION's integrated media server requires only 30 channels of DMX control per fixture while still allowing for effects manipulation, pan/tilt control, and complete blackout and dimming via DMX using the integrated mechanical shutter. Users can easily program the fixture like any other moving light to control gobo rotation, CMY color mixing and more.



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Each of two onboard layers includes 255 built-in, royalty-free, stock content media libraries. Users can manipulate each layer by adding up to 40 different live effects to videos or 28 different transition effects between layers. These include gobo rotation effects, color effects for images and backgrounds. An included Collage Generator™ allows multiple fixtures (2-16) to create an array of seamless projections with on-the-fly variable edge blending for flawless transitions. The collage of graphics can be sized to a given screen or projection surface.

In addition to content on board the internal 64GB solid-state hard drive, users can easily upload custom user content via a network connection via a CMA application. The EMOTION™ can also link via Art-Net and CIP network protocols to view images on a lighting console for easy programming. It integrates seamlessly with the HedgeHog4 console, also offered by Elation.

With a fully expanded color-mixing system producing over one billion colors via a special 6-wheel system, the fixture also provides a very high contrast ratio and extremely flat field of light. The EMOTION™ features a high power 240W OSRAM discharge lamp, delivering up to 4,000 ANSI lumens at 3,000 hours of lamp life with an XGA video output resolution of 1024x768 via the industry-standard Texas Instruments DLP / DMD chip.

Emotion Key Features:

- Slim, compact digital moving head
- High-output projector (4,000 ANSI lumens)
- 240W UHP lamp – 3,000 hrs
- On-board media server w/ 64GB SSHD
- Dual layer control of media content
- 255 video images included – royalty free
- 40 live / background effects and color control
- 28 transition effects between layers
- Elation gobo catalog included – royalty free
- User custom content easily uploaded via CMA application
- Fast, compact, lightweight, powerful
- Powered by High End Systems – leaders in digital lighting

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

For more information, contact:



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