

FOR IMMEDIATE RELEASE

21-Jan-2016

## Elation EMOTION™ Digital Light Wins Innovation Award at CUE Show

Elation Professional's cutting-edge EMOTION™ moving head digital light won an award for innovation in the video category at an awards ceremony held Tuesday, January 19<sup>th</sup> at the CUE show in Rotterdam, The Netherlands. Held biennially, the CUE Show is the premier event for entertainment technology in The Netherlands.



“We are extremely pleased that the EMOTION™ won an award for innovation as it has truly opened up digital lighting to a whole new audience,” commented Marc Librecht, Sales and Marketing Manager for Elation Professional in Europe. “The goal was to make a digital lighting product that was accessible to a greater number of users and EMOTION™ has done that. It’s both easy to use and priced to open up new doors so we are proud to be able to

say that the next generation of digital lighting is here.”

Elation announced last summer that it had collaborated with High End Systems, the pioneers in digital lighting, on the new digital lighting product. The EMOTION™ is a plug and play DMX moving light just like a traditional moving light yet houses an on-board media server with royalty-free digital art and videos that can easily be manipulated from a DMX lighting console. Unlike past digital lighting products, it utilizes only 32 DMX channels (54 in extended mode) so users can easily operate and integrate fixtures with their lighting system. Plus, with the ability to remotely upload custom content into the unit – custom logos, gobo patterns, animations and movies - the creative possibilities are huge.

“Digital lights of the past were always so expensive that they were only specified in small numbers and that limited their creative potential,” Marc stated. “EMOTION opens up the possibility of using a collage of fixtures to make one large format projection.” Up to 64 EMOTION units for example can seamlessly map into one large image, making more ambitious scenic projections and displays a possibility.

### 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



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

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 US**

6122 S. Eastern Avenue

Los Angeles, CA 90040

USA

Tel: (866) 245-6726 (toll free)

Tel: (323) 582-3322

[sales@elationlighting.com](mailto:sales@elationlighting.com)

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

**Elation Professional EU**

Junostraat 2.

6468 EW Kerkrade

The Netherlands

Tel: +31 (0)45 546 85 66

[info@elationlighting.eu](mailto:info@elationlighting.eu)

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