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## **Elation EMOTION™ Digital Light Wins New Product Moving Light Award at 2016 WFX Show**

Elation Professional's cutting-edge EMOTION™ moving head digital light has won a WFX New Product Award in the Moving Light category at the recent WFX Show in Louisville, Kentucky.



The award recognizes the best new technology products for the church market and was chosen by an independent panel made up of individuals who currently work in a tech leader role at a church, along with Worship Facilities Tech Director Andres Caamano. Products were individually judged on multiple criteria including innovation, functionality, cost-effectiveness, competitive advantages, benefits to the end user and benefits to the integrator.

"We're thrilled that the EMOTION has been acknowledged for its unique innovation," stated Elation Sales Director Eric Loader on the award. "Because it is easier to use than previous digital lights and is extremely flexible and creative, designers have really taken to it for a variety of applications. We've seen EMOTION used on special events and tours, as well as in clubs, television studios, and theatre as it continues to open up a new world of lighting to the larger market."

Elation announced in 2015 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.

### **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



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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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