



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

14-Mar-2018

Elation Professional Acquires M-Series Controller Range from HARMAN Professional Solutions

Elation Professional announces the acquisition of the M-Series range of entertainment lighting controllers from HARMAN Professional Denmark ApS, formerly Martin Professional ApS.

The asset-based acquisition, which is planned to be completed before the end of Q1 2018, will include a limited-term license agreement to distribute current controller products using the name "M-Series," as well as provide continued technical support and warranty service for prior Martin M-Series sales.

Elation already has in place key personnel with expertise in M-Series technology in order to provide ongoing support and development of new products. This will ensure a seamless transition for the already established M-Series customer base, offering continuity and continued support by Elation on past sales of M-Series controllers by HARMAN Professional Solutions.

Toby Velazquez, President of Elation Lighting Inc., comments: "We are excited to be able to provide a world-class professional-level control product series to our entire customer base around the world. By adding the well-established M-Series range and its R&D development group, who has over 25 years of experience in professional stage lighting control, we are confident we can meet requests by lighting designers for user-friendly and powerful lighting control systems."

Eric Loader, Global Director of Sales & Marketing at Elation, added: "The M-Series range fits well into our core customer base needs and we are excited to now offer this advanced controller series. Customers who already use these products daily are hungry for new features and products that will build on the success of this exceptional lighting control product range."

"We're pleased that M-Series users will be able to enjoy new feature developments, while simultaneously receiving continued service from Elation," said David Glaubke, Director of Public Relations, HARMAN Professional Solutions. "At HARMAN, we are focusing more on our core audio, lighting, video, and AV control products. While this represents a move away from lighting control for the company, it represents increased investment in lighting fixtures and video, where we see bigger opportunities to provide value and innovation for our customers."

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



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

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:

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

www.elationlighting.com

Elation Professional EU

Junostraat 2.

6468 EW Kerkrade

The Netherlands

Tel: +31 (0)45 546 85 66

info@elationlighting.eu

www.elationlighting.eu