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23-Sept-2015

Elation Adds World Premieres to Upcoming PLASA Product Launches

Elation Professional has added new innovative products to its list of world premiere product launches scheduled for the upcoming PLASA show October 4-6 in London at **Stand A40**.

Joining the world premiere of the **Satura Profile™** LED-based color-changing moving head will be the world premiere of the **ACL 360 Roller™**, a unique moving head luminaire in Elation's ACL Series of high-output narrow-beam LED effects; and the world premiere of the **Platinum HFX™**, a new mid-sized addition to Elation's hybrid family of beam, spot and wash luminaires.

Also showing at the ExCel exhibition center will be the European debut of the **EMOTION™** moving head digital luminaire; Elation's powerful **Platinum FLX™** hybrid moving head; and the high-output **ACL Series™** of narrow-beam LED effect lights.

World Premieres:

ACL 360 Roller™: The new ACL 360 Roller™ is a unique moving head luminaire in Elation's ACL Series of high-output narrow-beam LED effect lights. It houses 20x 15W RGBW 4-in-1 LEDs positioned equally across four bars and features fast and precise 16-bit continuous 360° pan and tilt rotation. Its advanced collimator optic lens produces a laser-like homogenized 4° color changing beam from each LED which combined produce a 21° beam angle from each bar. Full individual pixel control, strobe, and selectable dimming curve effects make it perfect for adding eye-catching ACL beam looks to any stage, show or venue.

Platinum HFX™: The Platinum HFX is a new mid-sized addition to Elation's hybrid family of beam, spot and wash luminaires. This feature-packed hybrid effects moving head houses the new Philips™ MSD Platinum 14R 280W lamp which gives 12,000 total lumens of power. Capable of zooming 2.3° to 15° in beam mode, 3° to 22° in spot mode, and 10° to 34° in wash mode, its host of design features includes 13 dichroic colors (including UV and new quad color RGBY filter, CTO and CTB color correction), 8 rotating-interchangeable gobos and 12 static-stamped gobos, 3 prisms, wash frost effects and more like Art-Net support.

Satura Profile™: This latest energy-efficient color-changing moving head in Elation's Satura Series features plenty of power from a high-performance 440W LED engine while a flexible 4-blade rotating framing system allows for precise highlighting of set pieces and performers. A CMY color mixing system with variable CTO offers a wide palette of color shades while an extra seven dichroic colors provides added color customization possibilities. A variety of textures and graphics are available from 6 interchangeable rotating gobos and 7 static-stamped gobos. Add to that a 12-38° zoom, frost effect, 3-facet rotating prism, motorized focus and mechanical iris and the Satura Profile offers plenty of possibilities for the creative LD.



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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

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