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22-Nov-2019

Elation introduces Magmatic, an inspiring new brand of dependable atmospheric effects

Magmatic encompasses a full range of specialty effects that are easy to use yet hard to break

Elation Professional is excited to be launching a completely new brand of inspiring and dependable atmospheric effects at LDI 2019 – **Magmatic!** Designed, engineered and exclusively distributed by Elation, Magmatic specialty effects products encompass a comprehensive range of haze and fog machines with the Magma™ and Thermatic™ series, atmospheric snow machines with the Polar™ series, and CO2 cryogenic simulation effects with the Rocket™ series. To complement all of the special effects machines, Elation has developed a complete line of specially formulated effect fluids called Atmosity™. Also available is an IP65 rated series of UV LED lighting products in the Prisma™ series. Visit **LDI Booth #705** for a first look!

“We have long had a vision that stems from a strong demand from our customers around the world to create more advanced atmospheric products designed for professional users, products that are easy to use and hard to break, and that is exactly what we are doing with Magmatic,” states Elation Sales & Marketing Director Eric Loader. “Atmospheric effects are key to any stage performance so it’s essential they be reliable and perform on demand. With Magmatic, we are empowering users to create unparalleled experiences with machines that last a lifetime. We’re committed to designing products that are built to last, user intuitive and dependable. In short, Magmatic is world class atmospheric and we’re excited to be showing them for the first time at LDI.”



Magmatic effects are built for professionals from the ground up by a passionate and proven R&D team with over 30 years of experience. From the tour stage to the travel it takes to get there, Magmatic atmospheric are strong solutions that are on-the-road tough and made to endure. More than a machine, Magmatic are quality solutions that inspire confidence and equip professionals with tools to put on an incredible show, no matter the occasion.

The Elation team looks forward to introducing Magmatic atmospheric effects to the industry and welcomes lighting professionals to LDI **Booth #705** for a first look.



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Magma™: Magma is Magmatic's water-based series of dependable haze and fog machines that uses advanced engineering designs to generate an extremely high output, dry haze effect with low fluid consumption. A large fluid intake and advanced air pump technology reduce the risk of heater clogging while automatic self-cleaning and energy-saving "Sleep" mode make operation even more effortless and economical.

Thermatic™: Thermatic is a line of oil-based haze fluid designed to give a raw haze effect that hangs in the air for longer-lasting atmospherics. Thermatic pure haze fluid is mineral based to create a fine particulate that enhances light beams and mid-air effects for more impactful visuals.

Polar™: Polar is a series of professional, high-output snow machines that introduces new, more silent snow producing technology. Featuring extremely high output with the capacity to adjust snowflake size for greater versatility, whisper quiet operation makes Polar snow machines ideal for any stage.

Rocket™: Rocket is a robust line of powerful CO2 cryogenic type simulated fog effects for specialty atmospherics. Capable of generating a heavy blast of fog that dissipates instantly, each effect is arrayed with high-output RGB LEDs for the ultimate in dynamic fog jet effects.

Atmosity™: Atmosity is a professional universal fog fluid series formulated for use with all types of fog and haze machines. Atmosity fluid is rigorously tested and controlled to ensure it is the most pure atmospheric fluid available.

Prisma™: Prisma is Magmatic's advanced UV LED lighting series that combines true 365nm UV output for long and wide throw performance with the control and efficiency of LEDs. IP65 rated with a rugged yet sleek fanless design, a variety of narrow to wide beam angles are available.

Learn more at www.magmaticeffects.com

About Elation Professional

Based in California with facilities in Florida and Mexico City, as well as European offices in The Netherlands, Elation designs and manufactures a comprehensive range of innovative lighting and video products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total Support. Through nearly three decades of intelligent lighting development, our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry, helping show designers and producers achieve their vision. From discharge to LED, intelligent to conventional, Elation products continue to be a part of the industry's most exciting projects across the globe and our list of references is always growing. We invite you to take a closer look at www.elationlighting.com

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