



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

5-June-2015

## Elation World Premiere Products Set for InfoComm Launch

### Special world premiere product launch event to highlight innovation-packed show for Elation Professional

Join Elation June 17-19 at the Orange County Convention Center in Orlando for InfoComm and prepare to change the way you think about lighting! Elation will be launching a revolutionary new product at a special event held Thursday, June 18th and invites lighting professionals to stop by Elation **Booth #6259** for a VIP invitation. Be the first in the world to preview this exciting new product!

As further proof that the wheels of innovation are running in high gear at Elation, another world premiere product will also be on display at InfoComm, the **EHD2.5**, a 2.5mm pixel pitch high-definition LED video panel for rental and production applications. Be the first to see it and several other innovative products that will be having their InfoComm debut including Elation's powerful hybrid **Platinum FLX** moving head; high-output **ACL Series** of narrow-beam LED effect lights; and Colour Series **Colour 5 Profile** ellipsoidal spot, **Colour Pendant** wash, and **Colour Chorus 72, 48, 24, and 12** batten wash lights. Also on hand will be Elation's high-power **Protron 3K** LED strobe, as well as the pioneering and award-winning **Sniper 2R** multi-effect light.

The Elation team looks forward to a great show and welcome's lighting professionals to Booth **#6259** for a chat, personal demo and Special Launch Event VIP invitation.

**EHD2.5:** The EHD2.5 is a high-definition 2.5mm pixel pitch LED video display panel designed for use in rental, production, broadcast and other indoor applications. It is the highest resolution pixel display LED panel offering from Elation. This light weight, easy to handle LED video panel has a rugged die cast aluminum frame and features all the pro-grade requirements and multiple design options you would expect from a professional LED display including 800 NITs of brightness, 16 bit processing and a refresh rate of 3800Hz for flicker-free viewing.

**Platinum FLX:** The Platinum FLX is a multi-functional 3-in-1 lighting fixture that has use as a spot, beam, or wash light. Its 470W Philips™ MSD Platinum 20R lamp emits up to 23,000 lumens and its intelligent optical system can mechanically switch between Beam and Spot modes quickly and accurately. The fixture can zoom from 1.8° - 18° in Beam mode and 2.9° to 25° in Spot mode. It offers full CMY color mixing with an extra 10 dichroic colors including UV, CTB and linear CTO color correction. Graphics are housed in two gobo wheels including 8 rotating-interchangeable and 6 static-stamped gobos. Other features include 6-way linear and 8-facet rotating prisms, animation and wash frost effects, ArtNet™ (DMX over Ethernet) support and a mechanical shutter for high-speed strobe effects.



www.ElationLighting.com

## FOR IMMEDIATE RELEASE

**ACL Series:** The new ACL Series features a new highly advanced collimator lens optic, the largest single multi-chip LED lens optic to date at the same size of a PAR 20 lamp. Using the newest high-output RGBW 15W multi-chip LED, its large-size optical design produces a laser-like homogenized 4-degree beam from each lens for extremely high output efficiency. Five models are available - ACL PAR 200, ACL BAR, ACL CURTAIN, ACL 360 BAR and ACL 360 MATRIX. Each unit in the series offers full pixel control and built-in effect / chase macros. The ACL BAR and ACL CURTAIN can also be used as a wash fixture using the included removable frost filter and glare shield.

**Colour 5 Profile:** The Colour 5 Profile is an ellipsoidal spot with 180W five-color LED engine (Red, Green, Blue, Amber, Mint) for an expanded palette of colors, including stunning ambers and true whites. The Colour 5 Profile emits 4,100 lumens of power with a superior quality of light (CRI over 94). A range of interchangeable lens options (19°, 26°, 36° and 50°) are sold separately. A 4-blade manual framing system, electronic strobe and a selection of variable dimming curves is also included.

**Colour Pendant:** The Colour Pendant is a highly capable wash luminaire that allows for dynamic control of stage and house lighting levels in an energy-efficient convection cooled intelligent downlighting fixture solution. The Colour Pendant houses (36) 3W RGBW LEDs for fully blended color-changing transformations or projections of variable white shades. Its uniform flat field output, 3,100 lumens of power and 41° beam angle make it an ideal high-quality wash luminaire. Selectable dimming curves, strobe and color macro effects, and the new E-Fly internal wireless DMX transceiver, enhance its dynamic capabilities.

**Colour Chorus Series:** Colour Chorus is a new series of LED batten wash lights that use long life 3W RGBA LEDs for even washes of dynamic colored light. Available in 0.3m, 0.6m, 1.2m, and 1.8m rugged die-cast aluminum-housing lengths, hue, saturation and intensity are all individually controllable while LED group control allows for extended design possibilities. Variable dimming curve modes, strobe and chase effects add to their versatility. All Colour Chorus Series fixtures are ArtNet™ (DMX Over Ethernet), KlingNet™ and RDM protocol capable and come with multiple-unit power linking.

**Protron 3K LED Strobe:** This high power LED strobe light features 202 x CREE XB-D cool white LEDs that kick out 80,000 lumens of power without thermal issues. Utilizing special optics and new LED driver technology, the Protron 3K LED Strobe features built-in macros like "Burst" and "Lighting" effects. Energy-efficient with a peak power output of 900W, it delivers a much better ROI compared to other 3,000W Xenon strobes on the market.

**Sniper 2R:** The Sniper is an award-winning hybrid beam, scanner and laser simulator in one that gives the creative LD an all-new tool to create stunning light shows. Emitting a powerful, ultra-narrow 3° precision beam, a high-speed X, Y and Z mirror system allows the Sniper 2R to spread scanner and laser-like effects at exceptionally high speed and without the hassle of laser regulations. The Sniper 2R is powered by the new 132W Philips™ MSD Platinum 2R lamp and houses 14 dichroic colors and 17 static gobos. It is the perfect high-energy effect light for clubs and other nighttime venues and can liven up any stage for tours and special events.



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

### **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](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)