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Busy Show, Best Booth for Elation Professional at LDI 2014

LDI 2014 in Las Vegas lived up to pre-show expectations for LDI Premier Partner Elation Professional with an extremely busy booth, a Best Large Booth accolade and more industry recognition for the award-winning Sniper.

“We expected a busy show based on our pre-show appointments and it certainly didn’t disappoint,” said Elation Sales Director Eric Loader, who split his time between a busy Elation booth and a just-as-busy demo room. “Our booth was crowded from start to finish and based on the quality leads generated it gave us a lot of opportunities to continue our growth.”



Like at the PLASA show one month earlier, the Sniper was recognized as a uniquely innovative product at the show, this time receiving an honorable mention as Best Debuting Product presented at an awards ceremony on Saturday, November 22 on the LDI show floor. The company also won the Best Large Booth accolade for an easy-to-navigate, inviting space with an entertaining light show that attracted crowds at each showing.

Elation wasn’t to be missed at this year’s LDI. Besides the Premier Partner sponsorship, Elation enjoyed a presence even before the show opened as a sponsor of the EDM Master Classes and also sponsored the popular EDM@LDI Stage during the show. “We were extremely pleased with our presence,” Eric Loader stated. “And our engaging booth design coupled with the light show that featured the Sniper was really a must see for visitors. We were pleased to have won the Best Booth award and the recognition for the Sniper was icing on the cake.”

Most importantly, the company continued to raise its profile with a number of key product launches. Fresh off a successful PLASA trade show in London where the unique **Sniper** hybrid fixture won an Award for Innovation, the multi-effect light and laser simulator made its North American debut at LDI and continued to be a top attraction. Two brand new products made their world debut at LDI - the **Protron 3K**, a new high-power LED strobe light with 80,000 lumens of power; and the **EPT6IP**, a high-resolution, high-brightness LED video panel with 6.7mm pixel pitch designed for production and touring applications.



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Elation showed new innovations across its popular Platinum Series as well with three new energy-efficient moving head fixtures that garnered a lot of attention, the hybrid **Platinum SBX**, a 3-in-1 beam, spot, and wash fixture with an innovative optical system; the **Platinum BX Pro**, a compact yet extremely powerful beam luminaire; and the **Platinum Profile LED**, the first entry-level LED moving head with framing shutters.

Other new LED products that kept Elation sales personnel busy included the **Satura Spot CMY**, a high-powered LED spot luminaire with zoom, CMY color mixing and dual gobo wheels; and two new Cuepix Series luminaires, the **Cuepix PAR 300**, a bright PAR wash light with RGB COB LEDs for superior color mixing; and the **Cuepix Batten**, a pixel-controllable LED strip light also with RGB COB LEDs for smooth, shadow-free color blending.

Eric concluded, "We continue to develop our product range across the board and customers are continuing to discover the positive price to value ratio and high ROI that Elation products offer compared to other manufacturers. With our popular booth and high presence at LDI, we continued to get our message out."

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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