

FOR IMMEDIATE RELEASE

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Lights, Atmospherics, Control! Elation to highlight creative ranges at 2020 NAMM Show

Showing alongside innovative new **Elation Smarty™**, **Fuze™** and **Paladin™** range lighting products at the 2020 NAMM Show in Anaheim will be all-new atmospheric effects in the company's new **Magmatic** range, as well as the latest lighting control products from **Obsidian Control Systems**. Held January 16-19 at the Anaheim Convention Center, the Elation team welcomes lighting professionals to **Booth #11337** for a closer look at the following exciting innovations and much more.



On display will be the new **Smarty MAX™**, an extreme-output Spot/Beam/Wash hybrid moving head featuring a new Platinum FLEX 400 lamp rated at 480W with up to 4,000 hours of smart lamp life. Combining CMY and variable CTO, this is the world's first hybrid incorporating a full iris for dynamic beam effects. Compact and lightweight with a large 160mm front aperture lens, its resourceful design package includes four prisms on two planes, dual frosts plus dual gobo wheels and dual track animation.

Also showing is the **Fuze SFX™**, a new concept LED Spot FX fixture designed for a variety of applications requiring a compact and powerful multi-purpose luminaire. The SFX is capable of projecting tight beams to wide washes using a highly efficient optical design while providing over 12,000 lumens of output from its 300W white LED engine. Seamless CMY color mixing plus color wheel, variable frost, gobos and zoom allow for a variety of effect options.

Three new fixtures in Elation's Paladin series of versatile Blinder/Strobe/Wash lights will also be on display – the **Paladin Cube™**, **Paladin Brick™** and **Paladin Panel™** – all with IP65 protection. These compact and powerful outdoor flood lights are useful for a wide variety of applications and can flexibly be used from either a floor or truss position. Using 15W RGBW cells – 9, 24, and 50 respectively – they add vibrant and powerful color to outdoor events while individual cell control and strobe make them versatile effect lights or audience blinders.



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Magmatic

Elation is excited to have launched at LDI a completely new brand of inspiring and dependable atmospheric effects – **Magmatic!** Designed, engineered and exclusively distributed by Elation, showing at NAMM will be **Magma Prime™**, a new water-based hazer with advanced technology providing a high volume dry haze effect with low fluid consumption; **Crisp™**, a high volume yet compact snow machine with adjustable snowflake size and silent operation; and **Prisma**, an advanced series of IP65-rated UV LED lighting. Learn more at www.magmaticfx.com

Obsidian Control Systems

Obsidian Control Systems is pleased to be showing a new and comprehensive data distribution range of products, **Netron™**. Netron encompasses Ethernet to DMX gateway, DMX splitter and DMX/RDM splitter solutions, supporting applications from live production and venue installations to architectural environments. Obsidian Control Systems is delighted to offer **DYLOS™**, a pixel composer that far exceeds the capabilities of regular pixel-mapping systems. It is a comprehensive toolset of dynamic fixture animation, exciting content generators and powerful media playback, easily accessible through an elegant and well-thought-out user interface.

All Obsidian lighting control systems run innovative **ONYX™** lighting control software. ONYX is a powerful yet easy-to-learn lighting control platform designed for both hardware consoles and PC systems. Obsidian Control Systems products are distributed exclusively by Elation Professional worldwide and are available in various sizes to accommodate any scale and budget. Learn more at www.obsidiancontrol.com

The NAMM Show is North America's largest trade show for music industry products and the perfect opportunity to talk to a qualified Elation professional about bringing your lighting system to the next level. For more information on these new product innovations, please stop by Elation **Booth #11337** to chat with an Elation sales representative.

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

For more information, contact:

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