



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

09-Sept-2015

Elation Bringing World and European Premiere Products to PLASA 2015

Elation Professional's new **EMOTION™** moving head digital luminaire will have its European debut October 4-6 at the PLASA show in London where a number of other top innovations will also be on display at Elation **Stand A40**, including the world premiere of the newest Satura Series luminaire, the **Satura Profile™**.

The **EMOTION™** attracted a lot of attention at the InfoComm show in North America in June with its next generation technology and accessible price tag and now it's European lighting professionals' turn to get a closer look at the compact yet powerful moving head digital luminaire. Another highlight will be the first showing worldwide of the **Satura Profile™**, a powerful new LED-based color-changing moving head with 440W LED engine, framing system, zoom and more.

Also showing at the ExCel exhibition center will be Elation's powerful **Platinum FLX™** hybrid moving head, a multi-functional spot/ beam/wash light with patent-pending dual optical system that gives it clear advantages over traditional hybrid systems; as well as the high-output **ACL Series™** of narrow-beam LED effect lights with advanced collimator lens optics and laser-like homogenized 4-degree beam from each lens.

Join Elation at **Stand A40** for a closer look at these stand-out innovations, as well as other professional lighting, video and control solutions.

EMOTION™: The EMOTION marks Elation's entry into the digital lighting market. A joint venture project between Elation and High End Systems, the EMOTION is a compact yet powerful (4,000 ANSI lumens) moving head digital light that brings to the market the latest in next generation digital lighting technology at a price to performance ratio never seen before. The EMOTION is a plug and play DMX moving light just like a traditional moving light yet houses an on-board media server w/ 64GB SSHD and royalty-free digital art/videos. Custom content can also be easily uploaded via a CMA application. Think of it as a moving light with 100s of digital gobo patterns and animation effects with a projection quality that allows for use in a wide range of professional stage, studio, theatrical, club and event applications. Extremely easy to use, users don't need an abundance of DMX channels to operate it like other digital lights on the market.

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-



www.ElationLighting.com

FOR IMMEDIATE RELEASE

facet rotating prism, motorized focus and mechanical iris and the Satura Profile offers plenty of possibilities for the creative LD.

Platinum FLX™: The Platinum FLX proves that not all hybrids are created equal. With a unique patent-pending dual optical system that gives a uniform and brighter Spot field (2.9° to 25°), a narrower beam angle and brighter central point in Beam mode (1.8° - 18°), and a higher-quality flat field Wash effect, this multi-functional 3-in-1 luminaire has clear advantages over traditional hybrid systems. 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. It offers full CMY color mixing with an extra 10 dichroic colors including UV, CTB and linear CTO color correction while 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.

ACL Series™: Elation's 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.

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

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

www.elationlighting.com

Elation Professional EU



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu