

FOR IMMEDIATE RELEASE

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Join Elation and Entedi at PLASA 2019

Elation is proud to partner with Entedi Ltd. in the UK and is excited to team with the technology equipment solutions provider to present an exceptional line-up of innovative lighting tools September 15-17 at PLASA in West London. The Elation and Entedi team looks forward to a great PLASA and welcomes lighting professionals to **Stand H40** for a closer look at these exciting innovations and much more.



Elation continues to bring innovation and best-in-class ROI products to the market. Visitors to **Stand H40** will have the opportunity to see the 50,000-lumen **Proteus Maximus™**, an all-purpose Beam/Profile/Wash power luminaire with a top-of-the-line design package that shows as the brightest LED profile on the market. With a custom designed 950W LED engine and large 180mm front lens, Maximus has the power to cut through at even great distances and with IP65 protection can be exposed on outdoor shows.

Joining the Maximus is the brilliant 45,000-lumen **Artiste Monet™**, a full-featured LED Profile offering outstanding projection quality, a comprehensive FX package, dynamic framing and a wide array of colors via an innovative SpectraColor color mixing system. SpectraColor uses traditional CMY colors but adds variable RGB flags for rich and vibrant primary colors. In combination with variable CTO color correction, the Monet produces colors that were previously impossible to achieve from theatrical pastels to the purest reds, blues or greens ever produced by a color mixing system.

Also showing is the **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.

Elation is pleased to be expanding its popular Fuze™ series of LED wash luminaires with new profile and spot versions. Showing will be the **Fuze Spot™** and **Fuze Profile™** with framing, both



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housing full-color-spectrum RGBMA color mixing systems. Also available is the cold white **Fuze Profile CW™** with dual color wheels. All three automated LED moving heads offer the perfect fusion of performance, features and value.

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.

Register for the PLASA show at <https://registration.n200.com/survey/0idz6l15um34o>

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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