



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

23-Mar-2015

Elation Professional to Feature All-Star Lineup at Prolight + Sound 2015

Elation Professional has never headed to a trade show with such a complete lineup of professional lighting and video products as it has for this year's Prolight + Sound show. The number of exciting new technologies optimized for professional stage applications to be shown at **Stand D50 in Hall 11** is a testament to the company's R&D prowess and position as a major player in the professional lighting market.

From flexible hybrid moving heads to a raft of new LED spots, battens, wash lights, strobes and LED panels, not to mention the award-winning **Sniper** hybrid multi-effect light, Elation is set for a record setting show. Join Elation April 15-18 at Messe Frankfurt where lighting professionals can experience the newest Elation lighting effects in a special showcase area while getting personal, expert advice from Elation personnel.

New luminaires in the company's Platinum range of professional moving heads will feature including the world premiere of the **Platinum WFX**, a new wash effects luminaire with full range zoom; and the European premiere of the hybrid **Platinum FLX**, a powerful spot, beam and wash fixture with 470W Platinum 20R lamp and CMY color mixing. Other Xtreme series luminaires on display will be the the hybrid **Platinum SBX** 3-in-1 luminaire and powerful **Platinum BX** beam fixture.

Prolight + Sound will also see the premiere of **Colour Chorus**, a new series of LED batten wash lights available in .3m, .6m, 1.2m, and 1.8m lengths. Elation will also be launching two new ellipsoidal spots, the five-color **Colour 5 Profile** and the warm-white **WW Profile**. Other new products include the **Protron 3K**, Elation's new high-powered LED strobe; a **SixBar Series** of versatile color-changing LED battens featuring a 6-color LED multi-chip; and the high resolution, service-friendly **EMAG4** LED video panel. Other products in Elation's complete line of professional lighting, video and control solutions will also be on display.

The Elation team looks forward to a great show and welcome's one and all to **Stand 11-D50** where exclusive show offers will also be available.

Platinum FLX: The Platinum FLX is a multi-functional 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 2.3° - 23° under Beam mode and 3° to 32° in Spot mode. It offers full CMY color mixing with an extra 10 dichroic colors including UV, CTO and CTB. Graphics are housed in two gobo wheels. Other features include two prisms and a mechanical shutter for high-speed strobe effects.



www.ElationLighting.com

FOR IMMEDIATE RELEASE

Platinum SBX: The new Platinum SBX is an innovative full-featured 3-in-1 luminaire which can be utilized as a beam, spot, or wash fixture. This compact fixture combines new lamp technology from a Philips MSD Platinum 17RA 350W lamp with a new optical system for a flat field of light and kicks out 20,000 lumens of power, comparable to 700W fixtures and extremely energy efficient. It also features a zoom, 13 dichroic colors including UV, CTO and CTB, plus 9 rotating interchangeable gobos and 14 fixed gobos. Two rotating prisms including a 6-way linear 8-facet prism and frost filter are also included.

Platinum BX: The new Platinum BX is a compact yet powerful beam luminaire that combines new lamp technology from a Philips MSD Platinum 17RA 350W lamp with a new optical system to kick out over 15,000 lumens of power. The Platinum BX is fast and delivers extreme output along a tight 2.5 degree beam at 4 times the level of previous beam models.

Platinum WFX: Equipped with 19 x 15W Quad Color Multi-Chip LED's, the Platinum WFX is as bright as a 700W discharge wash fixture yet can do so much more. The Platinum WFX features two zoom options, a 5°-50° mode and a wide-range 10°-70 mode for anything from impactful narrow beam looks to wide washes of uniform color. More than a typical wash light, it also includes pixel control of all LED's for eye-catching visual effects.

Platinum Profile LED: The Platinum Profile LED is a full-featured LED profile fixture with flexible 4-blade rotating framing system. It uses a new high-performance 180W LED engine for an output comparable to a 575 discharge lamp. Beam angle is 18° and the fixture offers 7 dichroic colors, 7 rotating interchangeable gobos, and 7 fixed gobos. A 3-facet rotating prism and frost filter are also included.

Satura Spot CMY: The new LED-based Satura Spot CMY is a high-powered LED spot luminaire with zoom, CMY color mixing and dual gobo wheels. Seven dichroic colors are included for added color customization. Its 320W LED engine delivers 11,700 lumens of power for an output across all colors that is comparable to 575W and even 700W discharge fixtures.

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 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: 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° beam, a high-speed mirror system allows the Sniper to spread scanner and laser-like effects at exceptionally high speed and without the hassle of laser regulations. The Sniper is powered by the new 132W Philips™ MSD Platinum 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

Colour Chorus Series: Colour Chorus is a new series of LED batten wash lights that uses long life 3W RGBA LEDs for even washes of dynamic colored light. Available in .3m, .6m, 1.2m, and 1.8m lengths, hue, saturation and intensity are all individually controllable while LED group control allows for even further design possibilities. Variable dimming curve modes, strobe and chase effects add to their versatility. All Colour Chorus Series fixtures are ArtNet™, KlingNet™ and RDM protocol capable and come with multiple-unit power linking.

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 "Mint" LED enhances the production of variable white color temperatures from 3,200 to 6,500K and increases the CRI. 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.

WW Profile: The WW Profile is an ellipsoidal spot that projects a soft, warm white light that is ideal when illuminating speakers, highlighting performers or emphasizing on-stage scenery. Powered by a 130W warm white LED engine, this pro-level product gives an output of 6,700 lumens with a CRI over 94. Energy consumption is more efficient than traditional warm white luminaires. Interchangeable lens options of 19°, 26°, 36° and 50° (sold separately) make it a highly effective directional white light luminaire. Manual focus and a 4-blade framing system allow for full control of the beam shape.

SixBar Series: The SixBar Series of versatile color-changing LED battens features a revolutionary RGBWA+UV LED multi-chip that offers an expanded palette of colors, including stunning ambers, true whites and even an ultraviolet effect. Two versions are available, the SixBar 500 with 6x 12W LEDs and the SixBar 1000 with 12x 12W LEDs. Both luminaires feature individual LED control, smooth 0-100% dimming and variable dimming curves, as well as built in color macros, color fades, strobe and chase effects. Included is a removable glare shield and diffusion filter ideal when using as a wall wash unit.

Cuepix PAR 300: The Cuepix PAR 300 is a bright PAR wash light that uses seven long-life 30W 3-in-1 RGB COB LEDs for a broad selection of colors and superior, shadow-free color mixing. Wrapped in a rugged die-cast aluminum housing and projecting at a 30° beam angle, the Cuepix PAR 300 features individual control of each COB module for greater effect possibilities. Variable dimming curve modes, strobe and chase effects make the fixture a versatile, full color PAR light that has use in a great variety of applications. Easy to set up, multiple units can be easily linked together for customizable setups.

Cuepix Batten: The Cuepix Batten is a 1.1 meter-long (43") pixel-controllable LED strip light that uses ten 30W 3-in-1 RGB COB LEDs for smooth, shadow-free color blending. Ideal for adding high-impact colored light to productions of all types, the Cuepix Batten can be used as a pixel bar, blinder or floodlighting wash luminaire. Wide beam (82°) and field angles (106°) and individual COB module control combine with variable dimming curve modes, strobe and chase effects to make for an exceptionally flexible LED batten. Easy to set up, multiple units can be easily linked together for customizable setups.



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

EMAG4: The EMAG4 is a high resolution 4.8mm pixel pitch LED video panel optimized for the high-pace setup and tear down frequency of on-the-road productions, exhibitions and corporate AV, and is also an optimal LED display for venues that stage in-house productions like theatres and houses of worship. Featuring outstanding image quality and built to the highest standards, a host of convenient features like tool-less quick locks and a service-friendly magnetic module design make the panels easy to install and disassemble.

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

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