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Wealth of New Products Attracts Crowds for Elation at 2016 Prolight + Sound

The hall number may have changed at this year's Prolight + Sound show but the outcome was the same for Elation Professional with a stand full of inspired customers assessing an impressive lineup of new and innovative products. The Elation stand in Hall 4 was bustling from start to finish thanks to some 20 new product launches including world premiere preview products, an exhilarating light show and stand party.



Elation previewed a number of new products including fixtures in three all-new product series (**ZCL Series™** with new Zooming Collimator Lens system, **DTW Series™** variable white LED lights, and **Fuze Series™** LED wash fixtures with perfectly homogenized color, zoom optics and IP65 rating). Other product launches included the **Platinum Seven™**, a high-power 7-color wash luminaire; **Sniper Pro™**, an upgrade of Elation's award-winning Sniper 2R™ that features three times the power; and **Protron 3K Colors™**, a high-power LED color strobe light with RGBW LEDs and 40,000 lumens of power. Also on display was a new cyclorama wash luminaire, the **TVL CYC RGBW™**, an ideal floodlight for TV, film, theatre and broadcast applications.

Several new surprise product previews created a buzz including the new **EVHD Series™** of LED panels. Available in three different pixel pitches (2.8, 3.9 & 5.9), the EVHD features an ultra-wide viewing angle, optimized color rendering and fanless design with complete front and rear service access. They are also curveable for more creative applications. Other sneak peek product previews included the **Platinum WBX™** wash/beam light moving head, **Rayzor 360Z™** LED beam effect with zoom, and **Artiste™** series of moving heads with framing. Elation will be releasing more information on those in the coming months.

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,



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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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