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Prolight + Sound 2017 one to remember for Elation Professional

Trade show success can be measured any number of ways, but by any standard Prolight + Sound 2017 was historic for Elation Professional. Bolstered by a new distribution relationship in Germany with LMP Lichttechnik Vertriebs, as well as the announcement just prior to the show that over 800 Elation lighting fixtures will feature on the 2017 Eurovision Song Contest, this year's Prolight + Sound was truly one to remember for Elation.

The new Proteus™ line of IP-rated arc-source moving heads headlined an outstanding lineup of innovations that attracted crowds to the Elation stand across the 4-day show. The Elation stand, lit by LDs André Beekmans and Marco Driessen of creative design practice The Art of Light, was hopping from start to finish. The buzz was unmistakable with an exhilarating light show drawing crowds hourly and a Thursday stand party proving the perfect occasion for new and familiar faces to unwind after a busy day.



Several products fueled the buzz including the world premiere of Elation's new full-color **Paladin™** strobe/wash/blinder effect light, which Lighting Designer Jerry Appelt and Eurovision Song Contest Head of Production Ola Melzig will be using on the Eurovision shows. Visitors to Prolight + Sound had their chance to see the IP65 **Proteus Beam™** and **Proteus Hybrid™** – both now available to the market – as well as the theatrical-grade **Artiste DaVinci™** LED moving head spot and **Platinum 1200 Wash™**, Elation's brightest LED wash to date. Elation's full-color **Fuze™** LED wash moving heads and IP65-rated PAR luminaires with their classic Fresnel-look also continued to draw attention.

Visitors to this year's Prolight + Sound had the opportunity to see for themselves the real-world possibilities with Elation lighting at the Musikmesse Center Stage, where a full complement of Elation products, supplied by satis&fy, were used for band performances.

The feet were tired and voices scratchy after four busy days but Elation spirits were soaring after a great show. The Elation team would like to thank all those who stopped by the stand. Thanks to their support it was a very successful show and the feedback on the new products was excellent.



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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

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