

FOR IMMEDIATE RELEASE

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Elation innovation to the Maximus at Prolight + Sound 2019!

Elation Professional is set to take this year's Prolight + Sound show in Frankfurt by storm. Making its much anticipated world debut in **Hall 12.1, D56-58** will be Elation's 50,000-lumen **Proteus Maximus™**, a Wash/Beam and Profile LED luminaire with a top-of-the-line design package that premieres 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 its IP65 protection means it can be used exposed on outdoor shows.



Joining the powerful Proteus Maximus on the Elation stand 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 engine. 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 on display in the award-winning Artiste line is the powerful **Artiste Van Gogh™**, a state-of-the-art LED Wash luminaire with internal framing that excels at color reproduction for color projections of the highest quality. Housing CMY and CTO color mixing as well as a 7-position color wheel, it offers a choice of PC or Fresnel lenses and is the ideal partner to the profile luminaires in the Artiste range.

Elation is excited to be showing the **Proteus RAYZOR 760™**, an IP65 version of the RAYZOR 760™ LED wash effects luminaire with patent-pending SparkLED™ pixel effect technology. Compact yet powerful with super wide 5 to 77-degree zoom, the fixture's seven oversized front lenses create a large surface that is enhanced by SparkLED™, 2W white LEDs strategically placed inside the lenses themselves to create a unique additional layer of effect.



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Elation is pleased to introduce the IP65-rated version of the CMY color-mixing Smarty Hybrid™, the **Proteus Smarty Hybrid™**. This is the world's first compact CMY hybrid fixture with true IP65 rating. Encompassing the same full feature set and using the same highly-efficient Platinum FLEX 200 lamp with exceptional 6000-hour lamp life, the Proteus Smarty Hybrid's IP65 dust and water protection means this compact and versatile effect can be used indoors or out.

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, four prisms on two planes, dual frosts plus dual gobo wheels and dual track animation round out the design package.

Elation is proud to partner with LMP to distribute Elation products in Germany. We look forward to a great show and invite visitors to **Hall 12.1, D56-58** to see these latest innovations and much more.

About Elation Professional

Elation designs and manufactures a comprehensive range of innovative lighting and video products known for their excellent efficiency and outstanding performance. 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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