

FOR IMMEDIATE RELEASE

19-Dec-2024

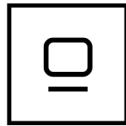
Elation's Extraordinary LDI Show 2024

From a showstopping light show that attracted eager crowds to Elation's next frontier booth experience, to groundbreaking product debuts capped by a Best Debuting Product Award for PARAGON—the company's new class of LED profile luminaires—LDI 2024 was truly extraordinary for Elation.



Elation welcomed lighting professionals to “Experience Tomorrow” at LDI in Las Vegas through an immersive journey that spanned from the show entrance to the retro-futuristic Elation booth and the dynamic Battle of the Busk stage, all enhanced by an interactive digital campaign.

“LDI 2024 was a defining moment for Elation,” stated Eric Loader, Global Vice President of Sales at Elation. “We showcased our commitment to innovation and the future of lighting like never before, and the response was phenomenal. From the stunning debut of the PARAGON Series, which earned the Best Debuting Product Award, to the interactive experiences that engaged attendees at every turn, we aimed to inspire and elevate the entire lighting community. Our vision for 'Experience Tomorrow' came to life, and we're excited to continue pushing the boundaries of lighting technology.”



FOR IMMEDIATE RELEASE

Highlights included:



PARAGON Series: Setting a New Standard in Lighting Innovation

At the center of the experience, the much-anticipated [PARAGON Series](#) made its U.S. debut at LDI, offering lighting professionals a first-hand look at the new standard in professional lighting. PARAGON captivated attendees throughout the show and featured in the company's crowd-pleasing hourly light show. To cap off a fantastic show, the PARAGON S received the Best Debuting Product Award at LDI 2024! The award honors true product innovation and celebrates the company's commitment to pushing the boundaries of entertainment lighting technology.

REBEL Profile: The Compact Powerhouse

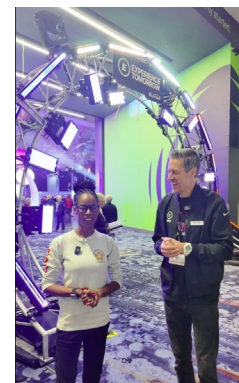
LDI attendees also witnessed the unveiling of the [REBEL Profile](#), a bold, compact fixture designed for both indoor and outdoor applications. REBEL is both extremely bright and loaded with design options, showing how a compact design can deliver maximum impact. IP65 rated, REBEL is built for rental houses and designers who need adaptable fixtures that can do it all without breaking the budget.

Digital Campaign Experience: www.elation.global

As part of Elation's "Experience Tomorrow" campaign, Elation introduced a new immersive digital campaign experience at www.elation.global. Framed as a gateway to new creative realms, the interactive experience showcases the company's cutting-edge product series and ground-breaking technologies, including the new PARAGON and REBEL series, through interactive storytelling and dynamic product demonstrations.

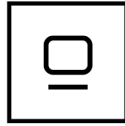
PULSE at the Archway

Elation invited a select number of lighting designers and other lighting professionals to the PULSE at the Archway entrance at LDI to share their thoughts on the latest new technologies and the future of lighting. While highlighting the PULSE strobe series, a centerpiece of Elation's 2024 "Experience Tomorrow" theme at LDI, the archway proved to be a vibrant hub for ongoing conversation and collaboration with the lighting design community.



"The Evolution of Stage Lighting" Infographic

Elation's ["The Evolution of Stage Lighting" infographic](#), released during the show, resonated with attendees by charting the history of lighting design and highlighting Elation's role in shaping its



FOR IMMEDIATE RELEASE

future. This resource not only celebrated the industry's rich heritage but also underscored the company's commitment to innovation and education.



Next Gen Panel at Battle of the Busk with Obsidian

Obsidian Control Systems showcased its latest developments in lighting control technology at a dedicated, interactive booth that provided more space to highlight the ONYX platform. Obsidian was a proud sponsor of LDI's Battle of the Busk and was pleased to have ONYX consoles participate in the three-day workshop and competition. Obsidian also hosted a Next Gen Panel at Battle of the Busk, which brought together lighting designers Stephen Lieberman, Jason Baeri, Erica Hayes, and Darien Koop to discuss career growth, collaboration, and technology's role in the creative process.

A Universe of Solutions for Every Designer

And as if that weren't enough...add the latest innovations across the [PROTEUS](#), [FUZE](#), [KL](#), [PULSE](#), [LIMELIGHT](#), [SÖL](#), and [SIX+](#) series, plus new offerings from Magmatic Atmospherics and Obsidian Control Systems, and Elation reinforced its position as a visionary leader in professional lighting.

Looking Ahead

Elation extends a heartfelt thank you to everyone who visited the Elation booth at this year's LDI show in Las Vegas. We hope you found the event rewarding and look forward to the opportunity to discuss the future of lighting further.

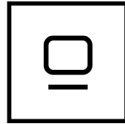
Photos: Frederik Afif

About Elation

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers worldwide. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages to cutting-edge studios across the globe. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at www.elationlighting.com

For more information, contact:

Elation US



FOR IMMEDIATE RELEASE

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 EU

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

Elation Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com