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Elation Lighting Fixtures to Feature on 2017 Eurovision Song Contest

Elation lighting to showcase over 800 lighting fixtures for this year's production with lighting design by Jerry Appelt; head of production is Ola Melzig

Elation Professional is pleased to announce that over 800 of the company's lighting products will feature in the lighting rig at the upcoming Eurovision Song Contest to take place in Kyiv (Kiev), Ukraine from May 9-13. As an official technical event supplier to the 2017 show, Elation lighting will be utilized by Lighting Designer Jerry Appelt and Eurovision Song Contest Head of Production Ola Melzig in what is certain to be a spectacular lighting design.

EUROVISION



SONG CONTEST

KYIV 2017

"Being a part of the Eurovision Song Contest is a tremendous opportunity for Elation, not only for us in Europe but around the world," stated Elation Director of Sales & Marketing Eric Loader. "Our team is very excited to be involved in this year's production and honored to be selected by the world-class design team which is certain to dazzle audiences around the globe and help us show how well Elation products can perform on one of the world's largest stages."

Ola Melzig was key in the decision to go with Elation, having expressed interest in using the company's products on Eurovision after the 2016 PLASA show. He commented, "We're thrilled to have Elation as one of our Technical Suppliers this year on Eurovision. Their product range is a great fit for this show, and believe me, we absolutely must have hard core lighting like this to stand up to the challenge!"

Marc Librecht, Sales and Marketing Manager at Elation Europe, commented, "From the time we started working with Ola and Jerry on this, we've been keenly aware of the opportunity that this presents for us. We are ecstatic they liked what they saw in both our personnel and our products



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and are extremely satisfied that they have shown us this confidence. Eurovision will be the most high-profile event Elation Europe has ever been a major part of and presents a milestone in our continued progress in the European market.”

A large portion of the intelligent lighting package at Eurovision 2017 will be made up of Elation lighting fixtures. On their way to Kyiv for its global debut is Elation’s new full-color Paladin™ strobe/wash/blinder effect light. Melzig and Appelt will also be using Elation’s brightest LED wash light, the new Platinum 1200 Wash™, along with the Platinum Seven™ LED wash light, and SixBar 1000™ LED batten along with the company’s award-winning Platinum FLX™ hybrid moving head. All of the Elation lighting fixtures that will feature on Eurovision will be on display at Elation Stand F60/61 at the Prolight + Sound exhibition in Frankfurt.

The 2017 Eurovision Song Contest will be held at the International Exhibition Centre in Kyiv, Ukraine. The Semi-Finals will take place on Tuesday 9th May and Thursday 11th May, with the Grand Final to be held on Saturday 13th May. The Eurovision Song Contest is an annual competition held among active member countries of the European Broadcasting Union (EBU). Each member country submits a song to be performed on live television and then casts votes for the other countries' songs to determine the most popular song in the competition. The Contest has been broadcast every year since its inauguration in 1956 and is one of the longest-running television programs in the world. It is also the most-watched non-sporting event in the world, with 2016 audience figures exceeding 200 million.

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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