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HELi Showequipment GmbH Stocks 150 Elation ACL 360i™ LED Effects and other ACL Series™ Fixtures

German rental company HELi Showequipment GmbH of Mainz has recently made a purchase of Elation Professional ACL Series™ narrow-beam LED effect lights. HELi Showequipment (helishow.com) has acquired 150 of Elation's new ACL 360i™ single-beam moving effects as well as a supply of Elation's ACL 360 Bar™ color-changing bar luminaires with continuous rotation.

"Elation is an excellent company and the ACL 360i and the ACL 360 Bar fixtures are reflective of that," stated Uwe Heinrich, CEO at HELi Showequipment, which also stocks Elation's Pixel Bar™ luminaires in its inventory. "The accuracy and precision of the ACL fixtures is great and the price to performance ratio is very favorable. The fixtures are an excellent addition to our dry hire stock and will be used on TV shows, tours and especially music festivals." HELi Showequipment operates primarily as a dry hire company for video, lighting and rigging but also undertakes complete installations, show implementation at festivals and works in industrial exhibitions and TV.



Elation Professional Europe's Sales & Marketing Manager, Marc Librecht, commented on the purchase: "I've known Uwe for a long time and have admired HELi's impressive growth over the last few years. We are very pleased that another top rental company has chosen to offer their customers the benefits of Elation products and see this as another step forward for us in the European market. We are happy to have HELi on board as a new Elation rental partner and look forward to working with them in the future."

The ACL 360i, brand new to the market, is the latest and smallest luminaire in Elation's ACL Series. It is a powerful single-beam moving effect luminaire with the intensity of a tight ACL beam and is useful for quick-moving beam looks, pinstotting, or large motion effects when used in larger configurations. It is exceptionally fast with continuous 360° pan and tilt movement and includes frost lens options for color washing applications. The ACL 360 Bar is a versatile moving head with continuous 360° rotation useful for dynamic movement effects or can be used as a pixel bar for displaying imagery or as a wash luminaire for floodlighting surfaces and stages.



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Pictured: Elation Professional Europe Sales & Marketing Manager Marc Librecht (l) with HELi Showequipment CEO Uwe Heinrich.

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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