



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

09-Apr-2015

## **Elation Professional Exclusive Distributor of HedgeHog 4E Lighting Console in Europe**

### **Newest console in industry-standard Hog family now part of Elation Europe control product line**

High End Systems' Master Distributor in Europe, AED Distribution, has appointed Elation Europe as exclusive distributor in Europe for the new High End Systems Hedgehog 4E model lighting console. The distribution agreement builds on Elation's current agreement with High End Systems that allows Elation to distribute the HES HedgeHog 4 in North and South America, India and Southeast Asia.



"We are thrilled to be the exclusive distributor of the HedgeHog 4E in Europe and are excited for the opportunities it opens up for our customers," stated Marc Librecht, Sales & Marketing Manager at Elation Professional Europe. "Hog consoles have long been accepted as standard in the professional lighting market and the HH4E is an outstanding complement to our product portfolio. We are pleased to have entered into this relationship with such a well-respected and professional company like AED Distribution and

look on it as further testament to our growing position as a key player in the professional lighting market."

Developed by High End Systems, the Hog4 platform was introduced in 2012 and is used on a wide variety of shows, events, theaters and fixed installs around the world. The HedgeHog consoles bring this same powerful software platform to the entry level of the professional lighting market. Hog is unique in using the same software platform from the entry level console up to the Hog4 flagship console. The HedgeHog 4E is the first step into the Hog platform, offering all the familiar Hog functionality at an affordable price.

"AED Distribution is delighted to start this partnership with Elation," stated Hans Vanderheijden, Managing Director at AED Distribution, which has served as Master Distributor for High End Systems in Europe, Russia, Turkey, Israel and Africa since 2013. "As the Hog4 is now accepted widely into the top of the professional lighting industry as a reference in lighting control, we think Elation is a great partner to introduce this technology in the entrance level of the professional market."

Elation will offer the HedgeHog 4E throughout Europe to professionals in the entertainment lighting and AV industry. Lighting professionals can get their first look at the Elation-distributed HedgeHog 4E at Elation Stand D50 in Hall 11 at the upcoming Prolight + Sound show April 15-18 in Frankfurt.



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

### **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](http://www.elationlighting.com)

For more information, contact:

### **Elation Professional EU**

Junostraat 2.

6468 EW Kerkrade

The Netherlands

Tel: +31 (0)45 546 85 66

info@elationlighting.eu

www.elationlighting.eu