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## Multi-dimensional Elation Platinum FLX™ Shines on 2016 AAU Junior Olympic Games Celebration of Athletes

Full service production company GVPmedia, Inc. utilized the multi-functionality of Elation Professional's Platinum FLX™ moving head on the AAU Junior Olympic Games Celebration of Athletes, using the award-winning hybrid moving head for beam and spot lighting, as well as floods of light. The opening ceremony style event was held at the M.O. Campbell Center in Houston on July 31<sup>st</sup> and GVP produced the entire show from start to finish including designing the entire set, developing the run of show, and creating custom videos and content.



This was the AAU Junior Olympic Games' 50th anniversary event and GVP fully utilized the Platinum FLX fixtures on the show, explains Gabby Schmees, Director of Business Operations at GVPmedia, Inc. "They were needed for two main jobs," she said. "As a dynamic light show with fast, big looks, and as an even stage wash for IMAG. The greatest utilization of the lights was intended for our opening sequence. We simulated a power outage at the start of the show and opened it with an abstract video to which the lights corresponded. The Platinum FLX lights were used throughout the entire show to generate excitement."

Lighting design for the anniversary show was by Jorge Munoz. He stated, "I was very impressed with the capability of the fixture and its considerable light weight and small size." Munoz explained that having one fixture type sped up the programming process and cut down on fixture count without sacrificing those "big looks."

The Platinum FLX can power out 20,000 lumens and has been recognized as innovative technology for its dual optical system that allows it to switch between beam, spot and wash modes quickly. "Using their hybrid ability, during the light show intro, we were able to use the sharp beams then easily transition to sharp gobos, and even a stage wash from the front," Schmees states. "We were impressed with the light output of the FLX with the gobos and prism. A little goes a long way with these lights!"

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GVP used a total of 10 FLX fixtures on the show, 4 on an upstage truss flanking the main LED wall, 4 on a downstage truss, and 2 used as floor lights. Founder & CEO of GVPmedia, Justin du Plessis, was impressed by the quality and versatility of the lights, saying they are the best lights he's seen, adding, "The lighting effects along with our LD (Jorge) really built the excitement of this show. The production value was definitely increased due to the addition of these fixtures."

**Ring of Honor Wrestling**

GVP has used the FLX fixtures on several other occasions as well. GVP provides all the set design elements for Ring of Honor Wrestling (ROH), produced by Sinclair Broadcast Group, and use Platinum FLX fixtures to build excitement by lighting fighter entrances and the boxing ring. What GVP likes about the FLX for this event, says Schmees, is having the versatility and power to light as much or as little as needed. GVP has been doing all of the production for ROH since September of 2015. "Mark Davis, Director of Production for ROH Wrestling and his team have played a huge roll in growing the production of this event. We believe they're on track to grow this larger than WWE and we are just happy to be involved," Schmees concludes.

**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)

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