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## **Elation Lights Germany's World Cup Match Celebrations at Kick and Groove Park**

Germany had a lot to celebrate at this year's Football World Cup – including a final's victory over Argentina on July 13<sup>th</sup> – with event technology supplier sld mediatec of Nuremberg turning to an Elation Professional lighting package to highlight the viewing party of German national team matches at Kennametal Kick and Groove Festival Park at Nuremberg Airport.

Some 20,000 fans gathered at the park to witness live the success of the German team on the big screen. Complementary lighting effects from Elation Platinum Series, Design Series and LED moving heads, along with Elation LED Par lights and white light luminaires were used to decorate the open air park and provide a festive atmosphere for the gathering of friends and fans.



Lighting designer for the Kick and Groove event was Sebastian Gross, who commented on his lighting requirement, stating, "I needed lights that were bright, silent and sharp for photo gobo usage. Elation has high-class products with excellent lenses for bright output and perfect color rendering."

For each match from mid-June until the World Cup final on July 13<sup>th</sup>, the park was packed with football enthusiasts who enjoyed the summer evenings watching the matches in an outstanding atmosphere. The festival venue featured several different areas – tents, tribune, stage and VIP / beer gardens – with "eventpalast" tents, which sld mediatec have used for various events like concerts (Snap, Dr. Alban) and corporate events (T-Mobile, Kennametal, Adidas), providing a special 'indoor' viewing area and decorated with Elation lighting effects.

sld mediatec handled the AV, sound and video equipment for the Kick and Groove event (including a 72 sq m LED video screen) and is just one of many in which they have used Elation products this year from



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festivals, special events, corporate meetings and road shows to club installations and other installs. For the Kick and Groove event sld chose Elation Platinum Beam 5R Extreme and Platinum Spot 35 Pro moving heads, Rayzor Q7 LED moving heads, Design Beam 1200C and Design Spot 575 moving heads, ELED Tri Par 56 LED par lights and white light TVL 3000-II DW's.

"We choose Elation because it is a reliable brand," Daniel Danzer, head of sales at sld mediatec states. "Besides the 24/7 reliability, the ease of use and time savings involved with the Elation product is important because of the lack of transition time from event to event."

### Elation Equipment:

12 x Platinum Beam 5R Extreme  
4 x Platinum Spot 35 Pro  
24 x Rayzor Q7  
8 x Design Beam 1200C  
12 x Design Spot 575  
40 x ELED Tri Par 56  
6 x TVL 3000-II DW

### 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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