

FOR IMMEDIATE RELEASE

14-Nov-2016

Elation ZCL 360i™ Highlights Kiiara Performance on The Tonight Show Starring Jimmy Fallon

Riding a wave of success with a breakout EP and hit single “Gold,” singer-songwriter Kiiara made her television debut September 15th on The Tonight Show Starring Jimmy Fallon and had a back line of Elation ZCL Series™ lighting fixtures to support her. Used for backdrop visuals in the form of columns of eye-catching vertical lighting effects was Elation Professional’s ZCL 360i™ single beam moving effect light.



“We chose to use the ZCL 360i because we needed a stand-out lighting element that had a variety of effects and one that could respond to the demanding cadence structure of the song’s tempo,” said Michael Keeling, Vice President of Entertainment at SEIBO LLC, a leading production and event company based in Palos Verdes, California. With a style of music described as downcast electronic pop with rap elements, Kiiara’s “Gold” recently cracked the Top 10 on pop radio with the official music video reaching over 45 million views.

“For those that know my design work, I like to have an illumination source that provides a simple but dominate statement,” Keeling adds. “The ZCL 360i was that highlight that I was looking for to support



www.ElationLighting.com

FOR IMMEDIATE RELEASE

the balance of the visual design." SEIBO served as Line Producers and General Contractors for the show and supplied the fixtures through sub-contractor BML-Blackbird Theatrical Services. Keeling served as Creative Producer/Production Designer on the show with programming done by Brian Spett.

The ZCL 360i™ is a single beam moving effect with 4° to 44° zoom in Elation's new ZCL Series™ of high-output ACL-type LED effect lights. With its single 90W RGBW LED multi-chip, Zooming Collimator Lens system, and homogenized 4° color-changing beam, it is perfect for high-performance stage effect lighting and looks great on camera.

Keeling used 36 of the units for the performance, displayed in vertical array columns. "It was the real-time on-demand responsive and reset function to the unit's pan and tilt features that I was very impressed with for this application," he said. "It's a great unit and I will use it again in the future." The ZCL 360i is also capable of continuous 360° pan and tilt rotation, a dynamic feature that Keeling did not use in this application but one that adds further to the fixture's design possibilities.

Photo: Getty Images

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

For more information, contact:

Elation Professional US

6122 S. Eastern Avenue
Los Angeles, CA 90040
USA
Tel: (866) 245-6726 (toll free)
Tel: (323) 582-3322
sales@elationlighting.com
www.elationlighting.com

Elation Professional EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu