

**FOR IMMEDIATE RELEASE**

22-Jan-2015

## Elation Platinum SBX Flexes its Muscles at King of Kings Kickboxing Events

Elation Professional's new Platinum SBX hybrid moving head showed both its brain and brawn at the King of Kings Eagles Series and King of Kings World Grand Prix kickboxing tournaments held December 20<sup>th</sup> at Manej Sports Arena in Chisinau, Moldova. Broadcast live on FightBox HD and Eurosport HD respectively, Elation dealer Eventica Grup SRL, a regular staging and technical contractor of KOK tournaments, turned to the Platinum SBX for its multifunctionality as well as its power and dynamism.



King of Kings events are some of the most popular kickboxing events in the world. Intense affairs with pre-bout introductions a vital step in building up the exciting atmosphere, a powerful, dynamic light was need to match the emotion and adrenaline of the fighters themselves. Lighting Designer Serghei Mosin of Eventica Grup turned to the Platinum SBX, lining the front edge of an entrance stage to highlight fighter introductions and energize the room.

The Platinum SBX is a versatile 3-in-1 luminaire with dual optical system that has flexible use as a spot, beam, or wash fixture. Serghei Bukin of Eventica Grup SRL says the SBX's multi-use capability was an important factor in its choosing. "We needed an extremely bright spot but also a powerful beam luminaire at the downstage edge of the stage for fighter introductions and the SBXs satisfied us absolutely. They proved themselves to be better than we expected. Moreover, my colleagues at other rental companies have a great interest in them now. It's been a great choice and we even have plans to widen our SBX inventory."

Not only can the SBX change between Beam and Spot modes quickly but a unique frost system produces a Wash effect when needed. The Platinum SBX produces 15,000 lumens of power and houses a zoom, 13 colors, 23 gobos, and 2 rotating prisms for a host of design possibilities.

**About Elation Professional**



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

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](mailto:info@elationlighting.eu)

[www.elationlighting.eu](http://www.elationlighting.eu)