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# Elation's Koy Neminathan transitions to Obsidian Control Systems

Lighting industry professional Koy Neminathan, who joined Elation as Director of Business Development in May of 2023, has now transitioned to a business development position with Obsidian Control Systems, the company's fast growing lighting control brand.



Koy is now wholly focusing on the Obsidian range of lighting control and data distribution products. "As the company continues to invest in Obsidian, I find myself naturally gravitating towards control and I see huge potential for ONYX and NETRON," he commented. "I want to use my experience and knowledge to expand the global presence for the brand, ensuring that Obsidian is represented by the best distributors around the world and becomes synonymous within all segments of our market."

Before joining Elation, the accomplished industry veteran served as Sales Director at lighting console manufacturer Avolites, where he worked for over 23 years in sales and business development. His extensive experience in growing and managing a large distributor network will benefit Obsidian well, and his strong relationships and global market knowledge is poised to contribute greatly to

Obsidian's continued growth. His strategic approach to expanding distribution networks, coupled with a proven track record of driving growth, provides a solid foundation for training, support, and sales.

"As we grow our training and awareness programme around the world, Obsidian's userbase will rise, capturing well-respected designers to up-coming talented operators. The brand already holds its own in install and system integration, however, as we grow our product portfolio and software features, I can see great potential in other segments," Koy commented.

Koy is well underway to laying a foundation for success, having already initiated Obsidian Train the Trainer sessions designed to springboard an Obsidian awareness campaign and instruct distributors on the specifics of the intuitive ONYX lighting control platform.

## About Obsidian Control Systems

Obsidian Control Systems is an accessible line of advanced yet intuitive lighting control products for professionals. Refined by passion, Obsidian Control Systems combines over 30 years of experience developing professional entertainment lighting control solutions for automated and theatrical lighting fixtures. Obsidian lighting control software and hardware is easy to use and accessible to every level of user, whether a novice programmer or a designer at the highest level. All Obsidian lighting control systems run innovative ONYX™ lighting control software, a powerful yet easy-to-learn lighting control platform designed for both hardware consoles and PC systems. Obsidian Control Systems



also offers a complete line of NETRON™ data distribution products. Obsidian products are distributed exclusively by Elation worldwide and are available in various sizes to accommodate any scale and budget. Visit the Obsidian Control Systems website at [www.obsidiancontrol.com](http://www.obsidiancontrol.com) to learn more.

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