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## **Elation's Award-winning Sniper, World Premiere Product Launches and More to Star at LDI 2014**

**New innovations in Platinum, Cuepix and Protron Series, LED moving heads, PAR and strip lights, LED video and control solutions also on display**

When Elation Professional arrives in Las Vegas as a Premier Partner of the 2014 LDI trade show, the award-winning Sniper multi-effect light and laser simulator is certain to be one of the stars of the show. Fresh off a successful PLASA trade show in London where the unique hybrid fixture won an Award for Innovation, the Sniper will be making its North American debut at the Las Vegas Convention Center November 21-23 alongside world premier products and a host of other professional lighting innovations from Elation.

Two brand new products will be making their world debut at **Elation Booth 2615** at LDI - the **Protron 3K**, a new high-power LED strobe light with 80,000 lumens of power; and the **EPT6IP**, a high-resolution, high-brightness LED video panel with 6.7mm pixel pitch designed for production and touring applications.

Elation continues to innovate in its Platinum Series with three new energy-efficient moving head fixtures. On display will be the hybrid **Platinum SBX**, a 3-in-1 beam, spot, and wash fixture with an innovative, new optical system; the **Platinum BX Pro**, a compact yet extremely powerful beam luminaire; and the **Platinum Profile LED**, the first entry-level LED moving head with framing shutters.

Also on display will be the **Satura Spot CMY**, a high-powered LED spot luminaire with zoom, CMY color mixing and dual gobo wheels; and two new Cuepix Series luminaires, the **Cuepix PAR 300**, a bright PAR wash light with RGB COB LEDs for superior color mixing; and the **Cuepix Batten**, a pixel-controllable LED strip light also with RGB COB LEDs for smooth, shadow-free color blending.

And there's more! New innovations in LED moving heads, PAR and strip lights, LED video and control solutions will also show at **Booth 2615**.

### **EDM Master Classes Sponsor**

Elation is also a proud sponsor of the Electronic Dance Music Master Classes being held just prior to the LDI show on November 19<sup>th</sup> and 20<sup>th</sup>. With Elation products featured in some of Vegas's newest and hottest club openings, including Drai's, Marquee, Light and the recently opened Life at SLS, this is an excellent opportunity to learn from EDM experts by day and experience the best in EDM lighting by night.

Elation invites lighting professionals to attend LDI for free. Simply register at the link below and enter PROMO CODE E212.



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**Sniper:** The Sniper is an award-winning hybrid beam, scanner and laser simulator in one that gives the creative LD an all-new tool to create stunning light shows. Emitting a powerful, ultra-narrow 3° beam, a high-speed mirror system allows the Sniper to spread scanner and laser-like effects at exceptionally high speed and without the hassle of laser regulations. The Sniper is powered by the new 132W Philips™ MSD Platinum lamp and houses 14 dichroic colors and 17 static gobos. It is the perfect high-energy effect light for clubs and other nighttime venues and can liven up any stage for tours and special events.

**Platinum SBX:** The new Platinum SBX is an innovative full-featured 3-in-1 luminaire which can be utilized as a beam, spot, or wash fixture. This compact fixture combines new lamp technology from a Philips MSD Platinum 17RA 350W lamp with a new optical system for a flat field of light and kicks out 20,000 lumens of power, comparable to 700W fixtures and extremely energy efficient. It also features a zoom, 13 dichroic colors including UV, CTO and CTB, plus 9 rotating interchangeable gobos and 14 fixed gobos. Two rotating prisms including a 6-way linear 8-facet prism and frost filter are also included.

**Platinum BX Pro:** The new Platinum BX Pro is a compact yet powerful beam luminaire that combines new lamp technology from a Philips MSD Platinum 17RA 350W lamp with a new optical system to kick out over 15,000 lumens of power. The Platinum BX is fast and delivers extreme output along a tight 2.5 degree beam at 4 times the level of previous beam models.

**Platinum Profile LED:** The Platinum Profile LED is a full-featured LED profile fixture with flexible 4-blade rotating framing system. It uses a new high-performance 180W LED engine for an output comparable to a 575 discharge lamp. Beam angle is 18° and the fixture offers 7 dichroic colors, 7 rotating interchangeable gobos, and 7 fixed gobos. A 3-facet rotating prism and frost filter are also included.

**Satura Spot CMY:** The new LED-based Satura Spot CMY is a high-powered LED spot luminaire with zoom, CMY color mixing and dual gobo wheels. Seven dichroic colors are included for added color customization. Its 320W LED engine delivers 11,700 lumens of power for an output across all colors that is comparable to 575W and even 700W discharge fixtures.

**Cuepix PAR 300:** The Cuepix PAR 300 is a bright PAR wash light that uses seven long-life 30W 3-in-1 RGB COB LEDs for a broad selection of colors and superior, shadow-free color mixing. Wrapped in a rugged die-cast aluminum housing and projecting at a 30° beam angle, the Cuepix PAR 300 features individual control of each COB module for greater effect possibilities. Variable dimming curve modes, strobe and chase effects make the fixture a versatile, full color PAR light that has use in a great variety of applications. Easy to set up, multiple units can be easily linked together for customizable setups.

**Cuepix Batten:** The Cuepix Batten is a 1.1 meter-long (43") pixel-controllable LED strip light that uses ten 30W 3-in-1 RGB COB LEDs for smooth, shadow-free color blending. Ideal for adding high-impact colored light to productions of all types, the Cuepix Batten can be used as a pixel bar, blinder or floodlighting wash luminaire. Wide beam (82°) and field angles (106°) and individual COB module control combine with variable dimming curve modes, strobe and chase effects to make for an exceptionally flexible LED batten. Easy to set up, multiple units can be easily linked together for customizable setups.

**Protron 3K:** The Protron 3K is a new high power LED strobe light featuring 202 x CREE XB-D cool white LED's that kicks out 80,000 lumens of power and without thermal issues. Utilizing special optics and new LED driver



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technology, the Protron 3K features built-in macros like "Burst" and "Lighting" effects. Energy-efficient with a peak power output of 900W, it delivers a much better ROI compared to other 3,000W Xenon strobes on the market.

**EPT6IP:** The EPT6IP is a high resolution, high brightness LED video panel with 6.7mm pixel pitch designed for the most demanding production and touring applications. Using SMD 2828 LED's in a large format 640mm x 640mm size, the EPT6IP offers 5,000 Nits of calibrated output. A rugged aluminum frame, modular quick assembly design, and IP65 rating make it a go anywhere solution. The EPT6IP offers True1 power and IP-Ethercon data linking, broadcast quality 1,920 Hz refresh rate and 14bit grey scale processing.

### Also on display at LDI 2014:

**Rayzor Q12Z:** This versatile moving head in Elation's Rayzor Series of compact and high-speed LED wash luminaires houses 12 x 15W RGBW LEDs and an 11-39 degree motorized zoom for colorful wash/beam to stunning eye-candy looks. Color temperature is variable from 2,700K - 8,000K and colors mix uniform from vibrant saturates across beautiful pastels to authentic warm and cool shades of white.

**SixPar Series:** The SixPar Series of indoor and outdoor PAR color changers features a revolutionary 6-color LED multi-chip that provides an expanded palette of colors. Useful for production applications or installations, the SixPar's high-power single lens RGBWA+UV LEDs provide a creative color boost to the lighting designer toolbox. It is available in four versions – SixPar 100 (indoor), SixPar 100IP, SixPar 200IP and SixPar 300IP, with 7, 7, 12 and 18 x 12-watt LEDs respectively.

**Pixel Bar:** Pixel Bar is a series of pixel-controllable LED strip lights that uses 3-in-1 SMD RGB LEDs to mix a nearly limitless variety of colors. Available in 40, 20 or 12 pixel models, they are useful as a pixel bar for displaying imagery or as a wash luminaire for floodlighting surfaces and stages. Capable of uniform washes of color from pastels to saturates, each pixel bar is bright at 850 nits and is 0-100% dimmable. Set up of the units is simple and multiple units can be easily linked together for customizable designs.

**EMAG4:** The EMAG4 is a high resolution 4.8mm pixel pitch LED video panel optimized for the high-pace setup and tear down frequency of on-the-road productions, exhibitions and corporate AV, and is also an optimal LED display for venues that stage in-house productions like theatres and houses of worship. Featuring outstanding image quality and built to the highest standards, a host of convenient features like tool-less quick locks and a service-friendly magnetic module design make the panels easy to install and disassemble.

**EPT9IP:** Featuring outstanding image quality, the EPT9IP is an ultra-bright 9mm pixel pitch LED panel that ticks all the boxes for a professional LED display. It incorporates the latest dot correction technology for superior color and brightness uniformity and delivers an impressive 5,000 nits of brightness, more than sufficient for any indoor use and bright enough for virtually any outdoor application. Integrated curving options from -15° to +15° allow designers to create a variety of seamless curved video displays.

**EZ Kling:** The new EZ Kling interface provides a simpler and more effective way to create visuals via pixel mapping. It is an RJ45 to DMX, Kling-Net™ and ArtNet™ interface that allows users to pixel map Kling-Net fixtures through the Kling-Net mapper, which is included in ArKaos's LED Master™, Media Master Express™ and Media Master Pro™ software. EZ Kling also works via ArtNet, which allows for pixel mapping of any LED pixel-controllable DMX fixture.

### 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



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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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