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Elation Continues Trend of Innovation at LDI 2018

The 30th rendition of the LDI show proved a testament to the growing interest in the Elation product range as the company continued its trend of innovative product launches. The Artiste Series continued to make a name for itself with launch of the Artiste Monet™, a new 45,000 lumen LED profile light with innovative SpectraColor system that collected an LDI Award honorable mention accolade. The compact, CMY color-mixing Smarty Hybrid™ with ultra-efficient 6,000-hour lamp was also recognized as unique innovation by industry peers, receiving a PLSN award for Best Hybrid Fixture.

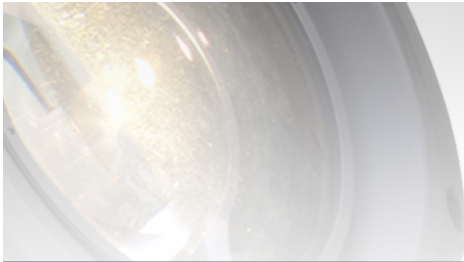


Interest in two other Artiste Series luminaires, the Artiste Van Gogh™, a powerful framing wash LED luminaire, and Artiste Picasso™, one of the brightest and most feature-rich profile LED lighting fixtures on the market today, was also high. A host of other innovative products received significant attention at a busy Elation booth, including the Proteus Profile™, a new 45,000 lumen IP65-rated LED Profile fixture that houses the same 950W LED engine as the Artiste Monet. Furthermore, like at the PLASA show one month earlier, the RAYZOR 760™ and IP65-rated Proteus RAYZOR 760™ LED wash effects also generated a lot of attention with its unique TwinkLED™ LED twinkle effect system.

The Elation team kept busy showing these latest innovations but perhaps the most popular personality on the Elation booth was Sales Director Eric Loader, who attended the show in the form of a maneuverable E-Bot complete with attached iPad that allowed him to interact with customers and colleagues.

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



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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

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