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Proteus™ Best Debuting Product at Successful LDI for Elation Professional

Elation Professional enjoyed what might possibly be its most successful LDI show to date with an extremely busy booth and just as busy demo room while the company's new series of IP-rated moving lights, **Proteus™**, won an LDI Best Debuting Product Award.



Recognized for 'advancing IP weather protection in a quality automated fixture,' the Best Debuting Product accolade was presented at an awards ceremony on Saturday, October 24 on the LDI show floor. On hand to receive the award were Elation Professional Sales Director Eric Loader and ADJ Group President Toby Velazquez. "It was a great show for us, our new products were very well received, and we were thrilled for the recognition that Proteus received at the awards ceremony," Eric Loader stated. "To win a product award right out of the gate combined with the positive response and feedback we received from customers over the three days shows to us that we are on the right track with this new IP-rated outdoor moving head technology. We are set to finish the year strong and enter 2017 even stronger."

Featuring a sophisticated yet pragmatic design, **Proteus™** are compact, robust and budget-friendly next-level intelligent lighting solutions designed to unleash creative vision and excel under any conditions. They drew a steady stream of interest at the Elation booth and were also featured during live entertainment on the LDI Live Outside stage. More information on Proteus can be found at www.proteus-launch.com.

Alongside Proteus, Elation displayed a broad line-up of other cutting-edge innovations highlighted by the world premiere of the **Artiste DaVinci™**, a full-featured, high output yet extremely compact LED moving head spot luminaire in the company's new Artiste™ series. A newly designed 300W LED engine (over 13,000 lumens) with advanced zoom optics is at the heart of this enhanced performance and energy efficient luminaire.

Other fixtures drawing interest were the new 7-color **Platinum Seven™** LED wash luminaire along with the debut of the **Platinum 1200 Wash™**, a full-color LED moving head wash light with the power of a 1500W discharge fixture. The **Fuze Series™** of dynamic LED wash lights and the **DTW Series™** of variable white LED lights continued their popularity while Elation's creative high-resolution LED display panels, the **EVHD Series™**, were both discussion and decorative highlights of the booth. The **Rayzor 360Z™**, a compact and fast beam/wash moving head luminaire with (3) 60W RGBW LEDs, zoom, and full 360° pan and tilt rotation, was also a hit.





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"LDI is always one of the highlights of the year for us and this year was no exception," Loader concluded at the end of the busy three days. "It not only gives us the chance to connect and reconnect with customers and industry friends but it serves as an important platform to communicate our message of innovation, quality and value, and this year we definitely did that."

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

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