

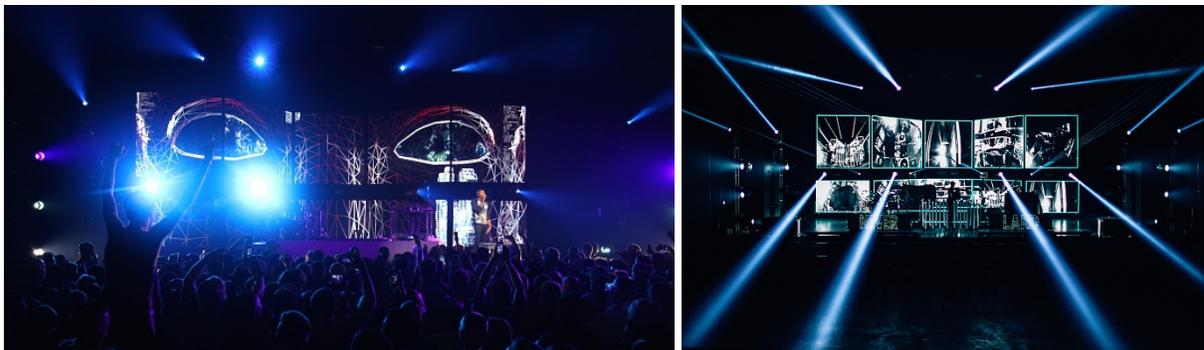
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Labelive Supplies Elation Platinum Series Lighting Rig for Lecrae Tour

Hip hop music comes in many forms and Positive Hip Hop artists are finding mainstream success like never before. Grammy Award-winning artist and one of inspiring hip hop's most successful names, Lecrae, is one such example. Touring the U.S. through the end of the year beneath an Elation lighting rig supplied by live events brand management company Labelive, Lecrae's latest album debuted at No. 1 on several charts from the Billboard 200 to Urban, Independent and Christian charts.

Labelive, out of Franklin, Tennessee, has provided full production and stage design for the artist's current "Anomaly" tour, which features a rig of Elation Platinum Wash 16R Pro and Platinum 5R Extreme moving heads, along with Elation Cuepix Blinders. Labelive, who operated for five years as live production company Sixdegrees Touring before launching under the Labelive name in May, support a full slate of talent often using Elation lighting rigs, which they turn to for its "great return on investment, quality, reliability, and customer support."



Labelive's team of John Boyd, Matthew Brewer and Kyle Lollis designed the rig with Lecrae's Production Manager Justin Jones and LD Cory Fornier. The design, which was heavily video-focused, required lighting support to fill the areas around the video screens. "I have Platinum 5R Extremes placed in the LED wall and above the wall creating a cool punch and vibe that you can't get from a larger fixture," he commented. The 5R Extremes are located on a mid-stage truss, on top of truss towers and also along the gaps of the 45' x 15' video wall.

Cory placed powerful 330W Platinum Wash 16R Pro wash and beam fixtures on truss towers on the downstage left and right edge for a side wash. "It is one of the coolest features in the rig," he says. "Using the beamshaper as a rotating effect and also in specific keylight moments creates a feel and a moment that is perfect for the show."

Another favorite fixture of Cory's is the warm white LED Cuepix Blinder WW2, whose color tone and intensity matches a standard 2 Lite Mole perfectly, he says. They work from a mid-stage truss and on pipes and bases behind the blow through wall for more of an industrial look. Used to complement and



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support the video heavy design, the choice of an Elation rig has benefits that can also be felt on the bottom line, Cory says, providing cost efficiency and power savings.

Elation Equipment:

12 x Elation Platinum Wash 16R Pro

12 x Elation Platinum 5R Extreme

12 x Elation Cuepix Blinder WW2

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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