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## Lighting & Sound Distribution Appointed New Elation and Obsidian Distributor for Singapore

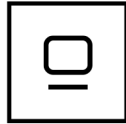
Elation is pleased to announce the appointment of Lighting & Sound Distribution (LSD) as the new distributor of Elation and Obsidian products in Singapore. Effective January 1, 2025, the strategic partnership enhances access to Elation's high-quality entertainment lighting and control systems, solidifying both companies' commitment to delivering superior products and services to the Singaporean market.



## LIGHTING & SOUND DISTRIBUTION

Since its establishment in 2001, Lighting & Sound Distribution has been a key player in the Southeast Asian entertainment and architectural markets. Renowned for offering the best quality products with exceptional service, LSD has built a reputation for excellence through turnkey projects across theatres, theme parks, night venues, hotels, shopping malls, cruise ships, and more. In addition to its comprehensive product line, LSD provides top-tier design, build, and programming services, as well as educational workshops and training for the community.

Louis Teo, founder and Managing Director of LSD, expressed his enthusiasm for the new partnership. "As the current market demands high-quality outdoor fixtures for temporary and permanent installations, Elation's [PARAGON](#) and [PROTEUS](#) product lines are a perfect fit. Now, customers in Singapore can access Elation products directly, with the added benefit of local



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support and expertise. We are always researching the best solutions for our clients, and with Elation and Obsidian, we are confident that we are offering the very best."

With a proven track record of successful projects in a variety of sectors, LSD's strong customer service and after-sales support have earned them a reputation as a trusted partner in the region. The new distribution agreement strengthens LSD's ability to provide leading lighting solutions and reinforces a growing list of significant projects already in the pipeline.

Jonas Stenvinkel, International Sales Manager at Elation, is optimistic about the partnership's potential. "Having lived in Singapore for several years, it is a market that is close to my heart. I know there is great potential for Elation and Obsidian and look forward to working with LSD to strengthen our presence in the region. They are well known for their great customer service and after-sales support and we are excited to collaborate with them to bring even more value to customers in Singapore."

### **Lighting & Sound Distribution**

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### **About Elation**

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers worldwide. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages to cutting-edge studios across the globe. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at [www.elationlighting.com](http://www.elationlighting.com)

For more information, contact:

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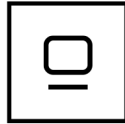
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