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Elation Appoints Luxsonix Group as New Manufacturer's Rep for the Southeast U.S.

Elation is pleased to announce that Luxsonix Group has been appointed as its new manufacturer's representative firm for Mississippi, Alabama, Georgia, and Tennessee, effective June 1, 2025. The partnership also includes representation of Obsidian Control Systems and Magmatic atmospheric effects products.

Based in Franklin, Tennessee, Luxsonix is a newly launched firm founded by Lee Carpenter, a respected industry veteran and former partner at leading independent rep firm Vision2 Marketing. With decades of experience on the manufacturer, representative, and touring sides of the entertainment technology industry, Carpenter brings a deep understanding of the market and a well-established network throughout the region.



Over the past decade, Carpenter played a pivotal role in growing Vision2 Marketing into the largest independent rep firm for professional audio, video, lighting, and control solutions in the United States. During his tenure, he helped expand the company from a single territory to four multi-state regions, growing the team and opening additional offices in Los Angeles and the Southwest. His proven track record, vast experience in all aspects of production and integration, and relationships in the Southeast market make him an ideal partner for Elation's continued growth in the region.

"The goal with Luxsonix is to focus on lighting and lighting control, live production, and integration, and we are very excited to be teaming with Elation to lead that effort," says Carpenter. "Elation's broad portfolio and excellent reputation for quality and innovation is a perfect match for the wide demographic of the Southeast, where we service customers from the super high-end to the more budget-conscious. Elation offers something for everybody with a great catalog of solutions that hit every feature and every price point."

Carpenter also highlighted the strength of Elation's IP-rated product line: "The breadth of Elation's IP offerings is impressive and market-leading — not just the PROTEUS series, but also their PAR fixtures, broadcast and effect lighting, along with exciting new additions like the PARAGON and REBEL series. The overall level of innovation and output from Elation is just astounding compared to other brands in the industry."

John Dunn, Director of Sales at Elation, is enthusiastic about the new partnership and the potential it brings to expand Elation's presence and impact in the Southeast market. He stated, "Lee and the team at Luxsonix bring a high level of experience, insight, and passion to the Elation



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brand. Lee has a proven ability to grow business through strong relationships and a solution-focused mindset. His deep understanding of not only the key markets of Nashville and Atlanta, but the wider region with roots in the South, means more of our customers will have a tangible experience with our products. We are thrilled to welcome Luxsonix Group to the Elation family.”

Joining Carpenter at Luxsonix is Adam Bilsing, Director of Operations, who oversees internal operations, inside sales, sales support, and customer service. Bilsing previously worked alongside Carpenter at Vision2 and brings strong administrative and customer service expertise to the team. His experience across the sales chain gives him a clear view of operational challenges and how to solve them.

Luxsonix will represent Elation’s full line of intelligent moving lights and LED lighting solutions, along with Obsidian NX series lighting consoles, NETRON data distribution products, and Magmatic atmospheric effects including haze and fog machines, snow and CO₂ simulators, and UV LED solutions.

Luxsonix Group

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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 and elation.global

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