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Magic Light + Sound Latest European Rental House to Stock Elation Lighting

Magic Light + Sound of Germany has added a stock of Elation Professional Cuepix Panel™ LED matrix blenders to its extensive inventory of event technology products. The Cologne-based rental company is the latest European event technology rental house to add Elation lighting to its inventory.

"The Cuepix Panels were specifically requested for use on various projects so we decided to buy them after numerous rentals," said Marco Pütz, managing director at Magic Light + Sound. "This type of product with LED technology is just what was required." The full color 5 x 5 Cuepix Panels house 30-watt RGB LEDs and are some of the most popular LED matrix panels on the market. Useful for anything from organic looks to flash blenders to pixelmapped effects, they include individual pixel control, which makes a variety of creative effects possible. Magic Light + Sound has already had them out on various television programs including "Germany's Got Talent" and "It Takes Two" and they are currently being used on "Let's Dance".



Magic Light + Sound's purchase of the Cuepix Panels follows a string of Elation product purchases by top European rental companies of late including Frequenz Systems' (Germany) purchase of Platinum FLX™/HFX™ hybrid moving heads and Platinum Wash ZFX Pro™ fixtures; B-Lighting's (Belgium) recent investment in the Platinum FLX™; Ambion's (Germany) recent purchase of ACL 360i™ effect lights; and Vision Media Systems' (Germany) investment in Elation SixBar 1000™ and SixBar 500™ LED battens.

Magic Light + Sound (www.mlsp.de) was founded more than 50 years ago and has grown to be one of the biggest rental companies in Germany. The company is active in major German TV productions and has expanded in recent years to cover all areas of event technology.

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



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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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