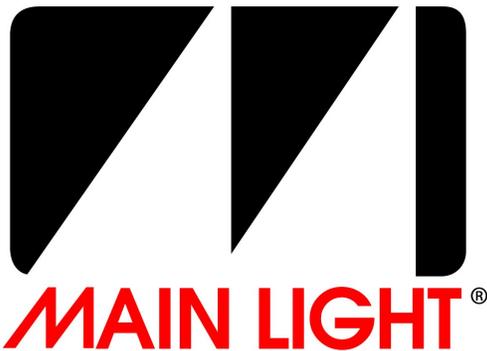


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Main Light invests in Elation Monet and Picasso

One of the largest rental houses in the United States, Main Light Industries of Wilmington, Delaware, has added Elation Professional's Artiste Monet™ and Artiste Picasso™ LED profile luminaires to its rental fleet. Both award-winning theatrical-grade luminaires, the Artiste Monet recently won a PLASA Award for Innovation at the 2019 exhibition in September.



The investment in Elation's Artiste Series adds to a significant amount of Elation products in Main Light's rental inventory. Most important in the decision to go with the Artiste luminaires, says Main Light Operations Manager Randy Mullican, was the quality of build. "We have been working with Elation for over 15 years and again went with Elation for the quality of the product, as well as the after sales support," he said. "We were looking for a line of products that would cover a good portion of our client requests and the Artiste Monet and Picasso fit the bill."

Elation Professional Sales & Marketing Director, Eric Loader, added, "Main Light is a key player for us to have on board with our Artiste range products in order to support the East Coast market rental supply / demand. Well known as the 'Switzerland' of lighting rental companies, Main Light works well with many of our dealers and has always provided top quality sub-rental products to the market so we are beyond excited for them to add the Monet and Picasso to their rental fleet."

The new Artiste luminaires will find service on touring and corporate/church events, which continue to be Main Light's key markets. Mullican says that the 45,000-lumen Artiste Monet will fill the niche for a large format framing shutter fixture. It houses a comprehensive FX package and innovative SpectraColor color mixing system, singled out by PLASA award judges as exceptional innovation. SpectraColor uses traditional CMY but adds RGB flags and CTO to produce colors that were previously impossible to achieve. Also unique to the Monet is a wireless continuous-rotation framing system that allows shapes to rotate while morphing and transforming for creative projections and effects not previously possible.



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The CMY color-mixing Artiste Picasso is a 23,000-lumen luminaire that is also rich on features, including zoom and a rotating 4-blade framing system. A universal fixture with the flexibility to serve a variety of applications, it produces the uniform, flat field of light that designers prefer while staying whisper quiet.

About Elation Professional

Based in California with facilities in Florida and Mexico City, as well as European offices in The Netherlands, Elation designs and manufactures a comprehensive range of innovative lighting and video products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total Support. Through nearly three decades of intelligent lighting development, our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry, helping show designers and producers achieve their vision. From discharge to LED, intelligent to conventional, Elation products continue to be a part of the industry's most exciting projects across the globe and our list of references is always growing. We invite you to take a closer look at www.elationlighting.com

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