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03-June-2015

MartinKames.com Adds Elation Snipers and Cuepix Blinders to Inventory

Austrian-based rental and production company MartinKames.com has added Elation's award-winning Sniper multi-effect light as well as Elation Cuepix WW blenders to its rental inventory. "We chose to stock the Sniper because we are always looking for new effects as our aim is to offer our clients something unique that has never been seen or done before," stated Martin Kames, owner of the company that he founded in 2009. "In general, we are very skeptical when buying new gear. Elation however offers several innovative ideas which we can relate to while maintaining reasonable pricing."



The Sniper, a hybrid beam, scanner and laser simulator in one, is striking a chord with lighting designers and rental companies who seek a creative new tool to work with. It won a PLASA Award for Innovation last year and is finding service on a growing number of shows and events, as well as in club environments. Powered by the new 132W Philips MSD Platinum 2R lamp with a 6,000 hour average lifetime, the Sniper delivers an intense output while giving designers 14 dichroic colors and 17 static gobos to choose from.

Pictured: Nadine Horitani, Events & Sales, MartinKames.com; and Martin Kames, Founder & Owner, MartinKames.com

"The fact that the Sniper looks very much like a laser but doesn't involve all the tedious permits and paperwork is unbeatable," Nadine Horitani states, head of Events & Sales at MartinKames.com. "The price was reasonable as well since we always need a high quantity to provide great shows and the low power consumption convinced us as well. All in all, it is a very versatile and strong product."

MartinKames.com will have the Snipers out on several productions this summer including Kool Savas at Germany's Splash Festival, Heaven Shall Burn at the Greenfield Festival in Switzerland, and Heaven Shall Burn at the With Full Force Festival, also in Germany.

MartinKames.com is based in Vienna, Austria, with branches in Rochester, New York and Brisbane, Australia. With a large array of equipment in stock, as well as a fleet of transport vehicles and an experienced team at the ready, they are able to offer complete packages for events of all sizes. "Since we function as a one-stop shop for gear, transport and manpower, we can work with far



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greater flexibility and thus provide better results than bigger companies in our field while always maintaining our own high quality standards," Martin Kames concluded.

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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