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08-Nov-2019

Master Sound Productions of South Florida Invests in Elation IP65

Master Sound Productions of Miami has taken delivery of a full complement of Elation Professional's market-leading IP65-rated weatherproof lighting fixtures. In operation since 1996 in one of the country's most competitive markets for entertainment technology providers, Master Sound Productions is known as one of the most versatile event rental and full production companies in South Florida.

"South Florida is very competitive; you've got to diversify in this market to stay ahead," commented Lazaro Soto, owner of Master Sound Productions. "Our goal is not to be the biggest event production source in South Florida but to be the very best one. That's why I've chosen to offer my clients a 100% outdoor-rated all Elation lighting rig."



Over the past couple of years, Elation Professional's Proteus line of IP65-rated lighting fixtures has established itself as the market's leading line of weatherproof moving heads for outdoor events. Meanwhile, the company has been expanding its line of multi-environmental IP-rated products across the board. Master Sound's new lighting package consists of 12 Proteus Hybrid™ moving heads, 12 Proteus RAYZOR 760™ LED moving heads, 24 SixPar 100 IP™ and 24 SixPar 200 IP™ LED PAR lights, and 12 DTW Blinder 350 IP™ variable white LED blinders.

With the majority of his business in outdoor events, Soto says he has seen his lighting stock deteriorate quickly while the expense and hassle of using domes and bags has only increased. "You can do a dome or cover fixtures with a bag or tarp, but they still get wet and the cost to fix it is high. If the motherboard gets wet you can just throw it out, call the insurance company and call it a loss," Soto says. After an event where he had 48 non-IP rated lights exposed to a fast moving storm, he says he had learned his lesson.

Looking for a way to be more competitive while saving costs, Soto says the purchase of Elation IP65 fixtures is an investment that will pay off in the long run. "For me, longevity wise, it made more

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sense to invest in IP65 fixtures. I'd rather pay now and have the lights for the next many years without worrying about domes and bad weather. Then when I sell them, they'll still be in good condition and I can get something for them."



Soto had initially used the Proteus Hybrids, Proteus RAYZOR 760s and DTW Blinders on Miami Beach Pride in April as a sort of test drive before making the decision to purchase. "You want to see the product in action but once I saw what they could do, I knew I wanted to buy them. Not only was the client happy but the people at the event really liked the lighting. That opened some doors."

Soto took delivery of the gear in June and has had it out consistently since. "The fact that I don't have to worry about domes gives me an edge but it's not just the IP65 rating that clients appreciate," he says, "it's what the light delivers that is impressive – the lumens, the gobos and effects, the movement. I like to wow clients with it. Once people see the concept, they reconsider using non-IP rated lights."

Master Sound Productions worked with Freed Sales on the purchase, Elation's manufacturer rep firm in Florida who helps Soto keep up to date on Elation product offerings. "Freed Sales has provided great support along the way and there haven't been any issues at all," Soto said. "Dustin [Freed Sales CEO Dustin Pesnell] is very motivated, doesn't procrastinate, and just gets it done. He's always on point and every time I've needed something, he's on it. I've been really happy with the support."

With a state-of-the-art IP65 lighting package in stock to go along with brand name audio, AV, staging and trussing gear, Master Sound Productions is set to handle any outdoor event with confidence, large or small, and in any kind of weather.

Pictured (L to R): Gary Fallon (Elation), Dustin Pesnell (Freed Sales), Lazaro Soto (Master Sound Productions)

About Elation Professional

Based in California with a European office 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

For more information, contact:

Elation Professional US



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