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## **Elation Hires Lighting Control Specialist Menno Appelhof**

Elation Professional B.V. is pleased to announce that as of May 1<sup>st</sup> lighting control specialist Menno Appelhof has joined the company with the aim of growing the M-Series brand of lighting controllers in the European market. Elation acquired the M-Series range of entertainment lighting controllers from HARMAN Professional in March.



Menno has been a lighting console specialist since 2004 and has developed a wealth of relationships and valuable experience since joining the entertainment technology industry in the early 1990s. His position at Elation encompasses maintaining contact with the current M-Series customer base while growing the M-Series network of users and partners in Europe. He is a familiar face in the lighting controller milieu and comes to Elation from a similar position at Fairlight, the Dutch sound and lighting company that also distributes the M-Series.

"After working four years with M-Series at the Dutch distributor, it makes me proud to be part of the Elation family and have the opportunity to make something great out of the M-Series. I look forward to working closely with all of Elation's partners. There are many amazing things that together we can and will do!"

### **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](http://www.elationlighting.com)

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