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## Mid South Audio Invests in Elation's Award-Winning PARAGON and PULSE PANEL

Mid South Audio, a leading event production and integration solutions company based in Milton, Delaware, has made a significant addition to its lighting inventory with the acquisition of Elation's new [PARAGON](#) LED profile moving head. Mid South has also added Elation's versatile [PULSE PANEL](#) effect light to its equipment lineup, further enhancing its ability to deliver cutting-edge lighting solutions for a wide range of events.



### Mid South

Founded by Kevin Short in 1989, Mid South Audio has developed a strong reputation for delivering innovative solutions to the production and integration market, with its lighting division continuing to expand through investments in industry-leading technology. “There is a wide range of applications for both the PARAGON and PULSE PANEL so you will be seeing them on many of our projects going forward,” Short commented. “They are valuable additions to our inventory and will be very beneficial for sub-rentals as well.”

Following a busy start to 2025, Mid South sought to replace some of its Elation ARTISTE series lighting fixtures, primarily for work on corporate events and concerts. Although PARAGON launched at the LDI tradeshow in December, Dutch Hein, Production Director at Mid South, says he didn't need to attend a trade show to hear about it. “When there's a buzz about something as exciting as that, you hear it,” and that's how it caught his attention online.

Mid South's decision to invest in PARAGON was influenced by its small form factor and surprisingly extensive feature set, which combine to create a highly versatile luminaire. “We were initially looking at the PROTEUS LUCIUS, but once we saw the PARAGON, its lighter weight and impressive attributes, we contacted [Elation manufacturer rep] The Healy Group to get a



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demo,” Hein explains. “Chris Healy was quick to get us both an M and S model to look at, along with the PULSE PANEL.”

### **PARAGON**

Recognized with LDI’s Best Debuting Product Award in December, every detail of PARAGON has been refined to ensure that it represents a leap forward in intelligent lighting for entertainment. High output, comprehensive FX package, IP54 rating, and interchangeable lenses, all in a compact, lightweight form, make it the perfect choice for shows of any size. After demoing both models, Mid South opted for the smaller PARAGON S.

The PARAGON S emits over 20,000 lumens and offers framing shutters and an array of features packed into a small-profile light. Stephen Ganong, Mid South’s lighting designer, highlighted its advantages: “With its faster color mixing and improved features over the ARTISTE series, the PARAGON can do just about anything. It’s ideal for the corporate events and concert setups we handle, where weight and space are often critical factors.”

The PARAGON S offers great performance despite its small size, and it is versatile enough for use in a variety of settings. Hein adds, “It has great output for such a small size factor and we’re getting something that we can use on more events. For example, for corporate events with ground supported truss systems where weight can be a factor, we couldn’t use full-featured lights with framing shutters, but now with PARAGON, we can.”

Mid South is particularly excited about the PARAGON’s IP54 rating, making it suitable for temporary outdoor events. “A lot of what we do is outdoors, and the PARAGON’s durability and easier serviceability are major bonuses,” Hein said, noting that it’s easier to work on an IP54-rated fixture compared to IP65 fixtures, which are heavier and need to be pressure tested once opened.

### **PULSE PANEL**

In addition to the PARAGON, Mid South has invested in Elation’s PULSE PANEL effect light. Designed as a multi-functional fixture, the IP65-rated effects panel boasts an output of over 100,000 lumens and can be used as a blinder, wash light, strobe, or pixel light.

“We were looking for a powerful and versatile light, and the PULSE PANEL delivered. It’s incredibly bright and works well for creating impactful designs even with a lower quantity of fixtures,” said Hein, adding that it will be easy to come up with a budget-friendly ground package with them. “We’ll use them a lot and not just as a strobe. We can place them on the upstage and because of the pixel mapping and how bright it is, even with just a few, the client will be impressed.”

Mid South has already earmarked their new Elation gear for several projects, including the Delaware State Fair, and the National Folk Festival in Jackson, Mississippi.

See Mid South’s new PARAGON and PULSE PANEL in action [here](https://www.facebook.com/watch/?v=897151969078563).  
[<https://www.facebook.com/watch/?v=897151969078563>]



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**About Elation**

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers worldwide. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages to cutting-edge studios across the globe. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at [www.elationlighting.com](http://www.elationlighting.com) and [elation.global](http://elation.global)

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