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Elation Platinum SBX™ Plays Star Role at Movie Park Germany

Hybrid luminaire's graphic, beam and color effects add to sensory experience at "Ice Age: No Time for Nuts"



Movie Park Germany is a unique film and amusement park in Kirchhellen, Germany, that offers visitors a taste of Hollywood through a host of rides, shows and attractions including functioning movie studios. Popular since opening in the late '90s, the park is divided into five areas, each with its own character and collection of attractions. In one of the most popular areas, Hollywood Street Set, multi-functional Elation Platinum SBX™ fixtures have been installed to add an extra layer of excitement to a 4-D cinema experience based on the animated movie "Ice Age: No Time for Nuts."

The 3D film "Ice Age: No Time for Nuts" takes visitors through a sensory experience that includes physical effects in synchronization with the film such as shaking seats or wind effects. Eight Platinum SBX™ hybrid moving head fixtures installed in the cinema's ceiling project film-supporting special effect projections around the movie screen and into the audience.

"The SBX is an excellent fixture for this application because of its clear optics and effects possibilities," commented Daniel Danzer of Elation partner sld mediatec (www.sld-mediatec.de), the entertainment technology solutions provider responsible for sales and consulting on the project. "Its high quality optical system makes for extremely sharp projections and its hybrid abilities allow it to be used for a great variety of special effects. For example, under spot mode it makes some excellent thunderstorm or snow effects and then it can easily transition to a beam light for other special effects such as when beams are used for Scrat's eyes."

The hybrid fixture houses a dual optical system that allows Movie Park Germany personnel to quickly switch between beam and spot modes. The Platinum SBX also includes a frost system for complementary color washes which can be splashed around the screen or onto the audience. Graphics possibilities are many from two gobo wheels, one with 8 rotating, interchangeable gobos and the other with 12 static-stamped gobos. The fixture's beam shaper can also be employed for more accurate projections and to keep light off of the movie screen.

"The Platinum SBX has plenty of power for this application," Daniel says of the fixture's 15,000 lumens which is punchy enough to read through any ambient light from the movie screen. "The SBX was also chosen for its energy savings benefits," he adds. "The 350W Platinum lamp is comparable to 700W fixtures and because it basically has to work 24/7, the savings is huge."



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The Platinum SBX fixtures at Movie Park Germany are scheduled to be installed in February with the new effects for "Ice Age: No Time for Nuts" playing several times daily once the park re-opens on the 18th of March.

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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