

FOR IMMEDIATE RELEASE

21-Sep-2017

Artiste Dali™, Proteus Hybrid™ Innovation Award Winners at Exceptional PLASA Show for Elation

It's hard to imagine how the 40th incarnation of the PLASA show could have gone any better for Elation Professional. Capping an exceptional show, the company's new full-featured Artiste Dali™ LED moving head and IP-rated Proteus Hybrid™ discharge-lamp moving head were both recognized as exceptional innovation with a PLASA Award for Innovation.

On hand to accept the awards were Elation President Toby Velazquez and Elation Sales Director Eric Loader. "This PLASA will always be special," Eric Loader said shortly after the ceremony. "We're humbled and honored to have won two PLASA awards for product innovation. We continue to listen to designers and rental houses about their needs and continue to break the glass ceiling of perception that quality must be expensive by bringing innovative products to market with excellent price-value ratios. The Artiste Dali and Proteus Hybrid are great examples of that. Congratulations to our entire Elation team who worked so hard on getting these new products to market."



The Artiste Dali and Proteus Hybrid were acknowledged as ground-breaking innovation at a ceremony held Monday evening, September 18th at the Olympia Exhibition Center in London. "This is the first time the judges have seen a diffracted laser in an LED spot luminaire, making for a very versatile product," the judging panel said of the Artiste Dali. Of the Proteus Hybrid, the judges stated, "The innovative approach to cooling has enabled this to be the first IP rated hybrid moving discharge luminaire."

Both products attracted a great deal of interest throughout the 3-day show. The Artiste Dali™, which saw its world debut, is a full-featured moving head with a unique hybrid light engine that combines a 300-watt LED source and 100-watt Laser Phosphor source for greater spot and beam capabilities from one fixture. The multi-environmental Proteus Hybrid – also an LDI Best Debuting



www.ElationLighting.com

FOR IMMEDIATE RELEASE

Product Award winner in 2016 – is a discharge-lamp moving head light with spot, beam, and wash modes that gives designers the freedom to utilize this latest technology at any event, indoors or out. Both products are available for purchase now through Elation's worldwide partner network.

The PLASA Awards for Innovation have long been respected for their independent and impartial judging panel of industry experts. The Artiste Dali and Proteus Hybrid accolades follow PLASA Innovation Awards for the Elation Sniper 2R™ in 2014 and the Elation Platinum FLX™ in 2015.

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

For more information, contact:

Elation Professional US

6122 S. Eastern Avenue
Los Angeles, CA 90040
USA
Tel: (866) 245-6726 (toll free)
Tel: (323) 582-3322
sales@elationlighting.com
www.elationlighting.com

Elation Professional EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu

Elation Professional Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com



www.ElationLighting.com

FOR IMMEDIATE RELEASE