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## Elation Professional's Unique Platinum FLX™ Hybrid Moving Head Now Shipping

Elation Professional's new Platinum FLX™ multi-functional moving head luminaire is now shipping. Unlike any other hybrid lighting fixture on the market, the Platinum FLX houses a patent-pending dual optical system that gives it clear advantages over traditional "hybrid" systems.



With zoom control in spot, beam and wash modes, this 3-in-1 hybrid luminaire allows for a narrower beam angle and brighter central point in beam mode (1.8° - 18°), a more uniform, clearer and brighter spot field (2.9° to 25°), and a higher-quality, flat field wash effect that can zoom as well (6.0° to 42°). The dual optics work independently and switching between beam and spot modes is both quick and accurate. Designed for a wide variety of professional stage and special event applications, its 470W Philips™ MSD Platinum 20R lamp delivers the power users need while still providing an energy efficient solution.

"We're very excited to get the Platinum FLX in the hands of rental companies and lighting designers so they can begin to realize the benefits of this unique hybrid for themselves," states Elation Sales Director Eric Loader. "The dual optical system is a unique innovation from Elation that has raised the quality level of multi-functional lights and has really eliminated any disadvantages of a hybrid system. When you add in a professional set of features like seamless CMY + CTO, lots of graphics possibilities, dual prisms and extremely smooth dimming and the FLX is at the top of the hybrid market in terms of quality but not price. It's also very efficient compared to traditional 1200W lights with designers getting up to 20,000 lumens of power yet drawing only 650W."

### Design features

The Platinum FLX's full-featured design includes plenty of color and graphics options. It offers full CMY color mixing plus linear CTO color correction with an extra 10 dichroic colors including UV, CTB and CTOB color correction for even greater color choice and color correction options. A variety of useful graphics are housed in two gobo wheels, one with 8 rotating, interchangeable gobos and the other with 6 static-stamped indexing gobos. A host of effects and beam manipulation can be achieved via two prisms, a 6-way linear prism and an 8-facet rotating/indexing prism, with animation and wash frost effects also possible. The Platinum FLX also houses a mechanical shutter for high-speed strobe effects and smooth linear dimming.

### Control and connection convenience

The Platinum FLX is controllable via 3 DMX modes (24/26/37 channels) and includes a 6-button touch control panel with a full-color 180° reversible LCD menu display that makes for easy navigation through DMX and manual settings. The Platinum FLX includes a host of other standard features like professional-



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grade Neutrik 5-pin DMX In/Out and PowerCON In connections along with Art-Net support via RJ45 EtherCON In/Out connections. The fixture is also RDM (Remote Device Management) ready.

#### **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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