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## **Elation Professional's Innovative Platinum SBX a Spot, Beam and Xtreme Output Fixture All in One**

The new Platinum SBX from Elation Professional is an innovative, full-featured 3-in-1 luminaire with patent-pending dual optical system that has flexible use as a spot, beam, or wash fixture. Designed for a wide variety of professional stage and special event applications, it does the work of three luminaires in one.

### **New lamp technology and innovative optical system**

The Platinum SBX uses an MSD Platinum 17RA lamp co-developed by Philips and Elation. Building on the success of the Platinum 5R lamp, which Elation has used previously in both spot and beam fixtures, the company has sought to keep the same arc gap to maintain the same quality and crisp sharp optics while generating more power.

Advances in optical design have resulted in higher performing, more versatile optical systems that offer several advantages over traditional systems. "We knew there would only be one way to get the optimum performance out of a Beam / Spot combination fixture so we developed a unique patent-pending dual optical system," states Elation Sales Director Eric Loader. "The Beam mode and Spot mode perform under their own independent optical systems. With these dedicated optics we are able to achieve a narrower beam angle and brighter central point when in Beam mode and a uniform, clearer and brighter spot field under Spot mode. Other fixtures on the market today don't offer this type of system therefore you compromise the output / effect in either Beam or Spot mode depending on their optical design."



The Platinum SBX's intelligent patent-pending dual optical system mechanically switches between Beam and Spot modes quickly and accurately. It also includes a unique frost system design which can realize a Wash effect under Spot or Beam mode making it a truly versatile hybrid fixture. "Elation has for a while been a big proponent of offering what we call "Hybrid" fixtures – no we don't mean electric / gas powered – we mean fixtures that can do multiple things. Our customers also appreciate units that are not just one trick ponies. Well, the SBX can do multiple things very well without compromise and we look forward to seeing how designers find ways to use them," says Eric.

The beam angle range also differs in Beam and Spot mode with the SBX realizing gobo projection focus under Beam mode from 3° to 18° while in Spot mode that widens to 5° to 30°. A uniform flat field of light with consistent lux levels is maintained throughout the zoom range.



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### **Superior light quality and output**

Producing the superior light quality and flat field of light that designer's desire (6,900K, 85 CRI), the fixture's 15,000 lumens of output is comparable to 700W fixtures when in Spot mode and 1,500W fixtures when in Beam mode and is powerful enough to cut through the abundance of LED lighting and video found on today's set designs.

### **Design features**

The Platinum SBX also houses plenty of creative design features. It offers 10 dichroic colors including UV, CTO and CTB color correction while a variety of useful graphics are housed in two gobo wheels, one with 8 rotating, interchangeable gobos and the other with 12 static-stamped gobos. A host of effects and beam manipulation can be achieved via the fixture's beam shaper and two rotating prisms, including both a 6-way linear and 8-facet rotating/indexing prism. Macros are also included for quick programming of effects. The Platinum SBX also houses a mechanical shutter for strobe and full range dimming.

### **Control and connection convenience**

The Platinum SBX is controllable in 3 DMX modes (16/18/25 channel). A 6-button touch control panel with a full-color 180° reversible LCD menu display makes for easy navigation through DMX and manual settings. The Platinum SBX includes a host of standard features that makes a lighting professional's life easier like Professional grade Neutrik 5-pin DMX In/Out and Powercon In/Out connections along with Art-Net support via RJ45 Ethercon In/Out connections. The Platinum SBX is also RDM ready and houses a universal switch-mode power supply for use anywhere in the world.

### **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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