

## FOR IMMEDIATE RELEASE

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### Scene-setting snow with Polar Crisp™ from Magmatic atmospheric effects

Magmatic atmospheric effects is pleased to be shipping the first snow machine in its Polar series of dependable, high-output snow effects – Polar Crisp™. Crisp is a professional, high-volume snow machine with intuitive innovation that makes it easy to create scene-setting wintry settings.



Compact and lightweight, Crisp is capable of producing high volumes of naturalistic snow with the capacity to adjust snowflake size for greater versatility. Small flake or large, short throw or long, this 1250W high-volume snow machine can project snow up to 40 feet (12 meters) with the flexibility to adjust to the occasion.

An all-in-one APF (Air Pump Fan) system together with an auto-clean feature lowers the risk of clogging and reduces the need for maintenance. An easy-to-open housing and serviceable design add to its user-friendliness.

Built to withstand travel and repeated use, Crisp features a durable aluminum housing and robust design for powerful performance that delivers on time, every time. Thanks to its small size and easy mobility – the unit weighs 33.5 lbs. (15.2kg) with a hanging bracket that doubles as a convenient carrying handle – Crisp is the ideal set-it-and-forget-it snow effect.

Until now, snow machines have had a universal problem – they are just too loud! All Polar series snow machines introduce quieter, snow-producing technology. A noise-blocking layer of insulation reduces fan noise for quieter operation, making them ideal for those more noise-sensitive environments.

Crisp uses Magmatic's specially formulated Atmosity Premium Snow Fluid (APS-4L) to create a snowflake that mimics the look and feel of actual snow. Atmosity is Magmatic's professional, universal fluid series formulated for use with all types of fog, haze and snow machines.

Hard to break but easy to use, Crisp includes an onboard LCD touchscreen control panel with manual and timer control options. It is industry-standard DMX-512 and RDM controllable, and offers wired and wireless remote control options.



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### **Magmatic**

Designed, engineered and exclusively distributed by Elation Professional, Magmatic specialty effects are strong solutions that are on-the-road tough and won't break the bank. First launched at the LDI show in November, Magmatic products encompass a comprehensive range of haze and fog machines with the Magma™ and Thermatic™ series, atmospheric snow machines with the Polar™ series, and CO2 cryogenic simulation effects with the Rocket™ series. To complement all of the special effects machines, Elation has developed a complete line of specially formulated effect fluids, Atmosity™. Also available is an IP65 rated series of UV LED lighting products in the Prisma™ series.

### **About Elation Professional**

Based in California with facilities in Florida and Mexico City, as well as European offices in The Netherlands, Elation designs and manufactures a comprehensive range of innovative lighting and video products known for its superior performance, excellent efficiency, and outstanding price: value ratio, all backed by a hard-earned reputation for Total Support. Through nearly three decades of intelligent lighting development, our mission has always been simple: to provide best-in-class products and service while offering the best value: performance ratio in the industry, helping show designers and producers achieve their vision. From discharge to LED, intelligent to conventional, Elation products continue to be a part of the industry's most exciting projects across the globe and our list of references is always growing. We invite you to take a closer look at [www.elationlighting.com](http://www.elationlighting.com)

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