

**FOR IMMEDIATE RELEASE**

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## Let it snow with Crisp Max™ from Magmatic atmospheric effects

Magmatic atmospheric effects is pleased to be shipping [Crisp Max™](#), a dependable, high-output snow machine in Magmatic's Polar series that makes it easy to create scene-setting wintry settings.

Crisp Max 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 12 meters (40 feet) with the flexibility to adjust to the occasion. An optional 120-degree pan motor is available that increases the coverage area.



Crisp Max includes a 20-liter fluid tank hidden inside a road case with durable casters for extra protection and easier portability. The unit's 10-meter long hose can be rigged on a standard truss or tripod stand and fluid can be extended up to 50 meters horizontally or vertically using 10-meter extension tubes with couplers that are available as an accessory.

Built to withstand travel and repeated use, Crisp Max features a durable aluminum housing and robust design for powerful performance that delivers on time, every time. 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.

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. The snow cannon can remain inside the road case to minimize the noise level.

Crisp Max uses Magmatic's specially formulated Atmosity Premium Snow Fluid (APS-2L, 4L, 20L) to create a snowflake that mimics the look and feel of actual snow. The dry-on-impact snow liquid is formulated for Magmatic Polar Series units Crisp and Crisp Max, as well as most artificial snow machines that require snow fluid.



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Hard to break but easy to use, Crisp Max 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.

### **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. 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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