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Outstanding Prolight + Sound for Elation Includes World Premiere Product Previews

Elation Professional enjoyed an outstanding Prolight + Sound show in Frankfurt with a bustling stand that was on the go from start to finish thanks to a broad lineup of attractive products that included a few surprise world premiere preview products, as well as an exhilarating light show that attracted throngs with every showing.

A range of new products for professional stage applications included the unveiling of four all-new luminaires in Elation's popular Platinum and Satura range of professional moving heads – two discharge lamp-based and two LED-based - the **Platinum BX**, **Platinum SBX**, **Platinum Profile LED**, and **Satura Spot CMY Pro**.

Both the Platinum BX and Platinum SBX are compact fixtures that combine new lamp technology from a Philips MSD Platinum 17 RA 350W lamp with a new optical system to kick out 20,000 lumens of power. The Platinum BX is a beam luminaire that delivers extreme output along a tight 2.5 degree beam at 4 times the output of previous beam models, while the Platinum SBX is an innovative full-featured 3-in-1 luminaire which can be utilized as a beam, spot, or wash fixture. The Platinum Profile LED features a new 180W LED engine, internal framing shutter system, and 18-degree beam angle, while the Satura Spot CMY Pro houses a 320W cold white LED engine with CMY color mixing and produces 12,000 lumens, which is comparable to typical 700W discharge lamp fixtures.



Elation showcased three other new luminaires in the Platinum Series of discharge lamp fixtures at the show, the **Platinum Wash 16R Pro**, a flexible and feature-packed wash and beam luminaire; the **Platinum Profile 35 Pro**, a full-featured 800W fixture with internal framing; and the **Rayzor Beam 2R**, a compact beam fixture powerful enough to work alongside larger luminaires.

Elation's range of LED fixtures, led by the **Satura Spot LED Pro** moving head with 300W RGBW LED engine, also garnered its fair share of interest as did the popular **Cuepix** range of LED blinders and strip lights. For white light applications, the **TVL F1 Series** of LED Fresnels and **DW Series** of dynamic white LED luminaires proved popular, as did Elation's comprehensive line of LED video display solutions.



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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.eu

For more information, contact:

Elation Professional EU

Junostraat 2.

6468 EW Kerkrade

The Netherlands

Tel: +31 (0)45 546 85 66

info@elationlighting.eu

www.elationlighting.eu