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Elation Lighting Exceeds Expectations on Telemundo's "Buscando Mi Ritmo"

American Spanish-language television network Telemundo's latest music competition, "Buscando Mi Ritmo," is being lit by lighting designer Gaston Fazio of HD House (www.thehdhouse.com), who spec'd an Elation Professional lighting package of Platinum Spot LED Pro moving heads and Cuepix Panel matrix blinders for the six-episode series.

"Being that we were working with a small stage, the client wanted to achieve radically different lighting moods for each performance. The Cuepix gave us that flexibility and more," LD Gaston Fazio states. "Since our goals were to minimize noise and look for the best long-term investment, we decided to get new fixtures and LED technology from Elation. The result was better than expected."



"Buscando Mi Ritmo," which premiered on July 19th and is produced by Telemundo with production services provided by 360POWWOW (<http://360powwow.com/en/>), puts a new spin on the reality genre by pairing celebrities with up-and-coming musical bands. Providing the Elation lighting package for the show is LED Source (www.ledsource.com) of Wellington, Florida, whose Director of Architainment Sales, Dorel Baila, supported Gaston Fazio and Tony Perez, owner of Miami Teleproduction, from the specification phase through to filming. LED Source exclusively supplied all the LED lighting on the rig which included 24 Elation Cuepix Panels and 12 Elation Platinum Spot LED Pro IIs.

The Cuepix Panels are a high-power color-changing 5 x 5 matrix blinder with COB LEDs, which Gaston arranged on the set in four columns (each 5 units high) to provide the predominant visual interest for the stage background. The Platinum Spot LED Pro II's, a bright cool-white LED spot luminaire that includes 7 colors and 14 gobo patterns along with a zoom, efficiently cover the set in beams while an Antari F-5 Fazer provides the uniform mid-air projection canopy that makes the beams come to life.

"The beams from the Platinum Spot LED Pro's are sharp and powerful, and the hazer does not adversely affect the black on camera," Gaston comments. "The versatility of the Cuepix, the price to quality ratio,



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and the photometric relationship of the moving heads were the key features that attracted us to these products." Although the power saved in using LED fixtures can be substantial, Gaston admits that power savings was not a decisive factor on the project but does say that it did make setup easier by giving him room to divert power to other lighting requirements.

Gaston, who says he had always associated Elation with the professional world, not the broadcast world, says he has noticed a change in the company's objectives in the last few years. "I've seen more colleagues supporting and recommending the new Elation products," he says. "After visiting the Elation showroom here in Miami, with my light and color meter, and taking some readings, I felt confident in the product. I was not disappointed at all, and actually got more than I expected."

Elation Equipment:

12 x Platinum Spot LED Pro

24 x Cuepix Panel

1 x Antari F-5 Fazer

Photos: Arnoldo Offerman

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

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