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## **Award-winning Platinum FLX™ and Further Innovation Set to Reign for Elation Professional at LDI 2015**

Innovation is set to reign for Elation Professional at this year's LDI show October 23-25 at the Las Vegas Convention Center with a number of cutting-edge products set to impress at **Booth 1117**, including the powerful **Platinum FLX™** hybrid moving head, recent Innovation Award winner at the PLASA show in London. As a Premier Partner of North America's top trade show for live design professionals, and with a host of events plus North American premiere product launches on the slate, Elation will again have a significant presence at the show.

With its next generation digital lighting technology and accessible price tag, the **EMOTION™** has attracted a lot of attention since launching earlier in the summer. Visitors to LDI will now have their chance to get a close look at this compact yet powerful moving head digital light.

Several new products will see their North American debut at LDI including the **Platinum HFX™**, a new mid-sized addition to Elation's hybrid family of beam, spot and wash luminaires; the **Satura Profile™**, a powerful new LED-based CMY color mixing moving head with output that compares to 1,200W fixtures, framing system, zoom and more; and the **ACL 360 Roller™**, a unique moving head luminaire with continuous 360° pan and tilt rotation and the latest in Elation's ACL Series of high-output narrow-beam LED effect lights.

Other launch highlights will include the **E Touch**, a new generation lighting controller that turns an iPad into a powerful lighting console; along with a new easy-to-use 6-way RDM/DMX data splitter, the **RDMX6S™**.

A number of other top innovations will also be on display, including some surprise product launches. Join Elation at **Booth 1117** for a closer look at these stand-out innovations as well as other products in Elation's line of professional lighting, video and control solutions.

Be our guest. Get your LDI show pass at:

[https://www.compustystems.com/servlet/ar?evt\\_uid=588&oi=qeX7%2BtTm7kXHoliGjo9vog%3D%3D&company\\_code=E62](https://www.compustystems.com/servlet/ar?evt_uid=588&oi=qeX7%2BtTm7kXHoliGjo9vog%3D%3D&company_code=E62) - (use VIP Code = E62)

**Platinum FLX™:** With a unique patent-pending dual optical system that gives a uniform and brighter Spot field (2.9° to 25°), a narrower beam angle and brighter central point in Beam mode (1.8° - 18°), and a higher-quality flat field Wash effect, this award-winning multi-functional 3-in-1 luminaire has clear advantages over traditional hybrid systems. Its 470W Philips™ MSD Platinum 20R lamp emits up to 23,000 lumens and its intelligent optical system can mechanically switch between Beam and Spot modes quickly and accurately. It offers full CMY color mixing with an extra 10 dichroic colors including UV, CTB



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and linear CTO color correction while graphics are housed in two gobo wheels including 8 rotating-interchangeable and 6 static-stamped gobos. Other features include 6-way linear and 8-facet rotating prisms, animation and wash frost effects, ArtNet™ support and a mechanical shutter for high-speed strobe effects.

**EMOTION™:** A joint venture project between Elation and High End Systems, the EMOTION is a compact yet powerful (4,000 ANSI lumens) moving head digital light that brings to the market the latest in next generation digital lighting technology at a price to performance ratio never seen before. The EMOTION is a plug and play DMX moving light just like a traditional moving light yet houses an on-board media server w/ 64GB SSHD and royalty-free digital art/videos. Custom content can also be easily uploaded via a CMA application. It features a projection quality that allows for use in a wide range of professional stage, studio, theatrical, club and event applications. Extremely easy to use, users don't need an abundance of DMX channels to operate it like other digital lights on the market.

**Platinum HFX™:** The Platinum HFX is a new compact addition to Elation's hybrid family of beam, spot and wash luminaires. This feature-packed hybrid effects moving head houses the new Philips™ MSD Platinum 14R 280W lamp which gives 12,000 total lumens of power. Capable of zooming 2.3° to 15° in beam mode, 3° to 22° in spot mode, and 10° to 34° in wash mode, its host of design features includes 13 dichroic colors (including UV and new quad color RGBY filter, CTO and CTB color correction), 8 rotating-interchangeable gobos and 12 static-stamped gobos, 3 prisms, wash frost effects and more like Art-Net support.

**Satura Profile™:** This latest energy-efficient CMY color mixing moving head in Elation's Satura Series features a high-performance 440W LED engine with output comparable to a 1,200W fixture. A flexible 4-blade rotating framing system allows for precise highlighting of set pieces and performers. The CMY color mixing system with variable CTO offers a wide palette of color shades while an extra seven dichroic colors provides added color customization possibilities. A variety of textures and graphics are available from 6 interchangeable rotating gobos and 7 static-stamped gobos. Add to that a 12-38 degree zoom, frost effect, 3-facet rotating prism, motorized focus and mechanical iris and the Satura Profile offers plenty of possibilities for the creative LD.

**ACL 360 Roller™:** The new ACL 360 Roller™ is a unique moving head luminaire in Elation's ACL Series of high-output narrow-beam LED effect lights. It houses 20x 15W RGBW 4-in-1 LEDs positioned equally across four bars and features fast and precise 16-bit continuous 360° pan and tilt rotation. Its advanced collimator optic lens produces a laser-like homogenized 4° color changing beam from each LED which combined produce a 21° beam angle from each bar. Full individual pixel control, strobe, and selectable dimming curve effects make it perfect for adding eye-catching ACL beam looks to any stage, show or venue.

**E Touch™:** E Touch is a new generation lighting controller that turns an iPad into a powerful lighting console. Easy to use and budget friendly, E Touch enables users to take full advantage of the iPad's mobility and multi-touch display. The controller has full support for moving heads, LEDs, conventional lighting and DMX controlled special effects. An E Touch app is the user-interface and requires either the



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E Touch 1 or 2 device to function, connected via Ethernet and offering an optically isolated DMX-512 port.

**RDMX6S™:** The RDMX6S™ is an easy-to-use 6-way RDM/DMX data splitter with a 5pin XLR input, a 5pin XLR thru output, (6) 5pin XLR outputs, powerCON In and multi-voltage universal auto switching power supply. A single unit mounting bracket is included for truss/clamp installation and optional single and dual unit rack mount kits are available.

### **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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