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## Elation Platinum SBX Shows Power and Versatility on OutKast Atlanta Concerts

Hip hop fans rejoiced when OutKast decided to hit the road for the first time in a decade for a 20<sup>th</sup> anniversary tour and rejoiced some more when the duo decided to play three nights at Centennial Olympic Park in hometown Atlanta. Lit using an Elation Professional lighting rig that included the new multi-functional Platinum SBX moving head, OutKast invited old and new school artists to join them for an electrifying #ATLast concert series held September 26-28.



Lighting designer and programmer for OutKast is Daunté Kenner of DK Production Design while lighting vendor for the #ATLast concert series was Atlanta Sound and Lighting. “We chose the SBX because we needed a punchy light that would read through a very video heavy show with a very bright upstage LED wall,” explains Atlanta Sound and Lighting’s Brian Hatten, who handled plot and fixtures for the event along with Thomas Smith. “Also, many of the bigger support acts would be playing during full daylight and we needed something that would still provide a good output but not limit itself to the pencil beam look found on so many of today’s tours.”

The Platinum SBX can create that pencil beam look but can do so much more. Kicking out 15,000 lumens of power, the hybrid fixture features a patent-pending dual optical system that gives the luminaire flexible use as a spot, beam, or wash light. The dual optical system mechanically switches between Beam and Spot modes and it also includes a frost system which can realize a Wash effect. Ten dichroic colors including CTO and CTB color correction, two gobo wheels and other features give designers more than ample opportunity to be creative.

“The speed and color saturation made the SBX a great choice,” Brian states, “and the ability to switch instantly between beam and spot modes allowed for a large variety of looks. The gobo selection was great with one wheel for breakup patterns and the second wheel for dedicated aerial beams.” Sixteen Platinum SBX fixtures were used on the show, working from an upstage truss position together with 8 Platinum Beam 5R moving heads. Covering a downstage truss were 8 Elation Design Spot 1200 Compact



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fixtures while 8 Elation Platinum Wash ZFX lights worked from a floor position. Mid-air projection haze came from 4 Antari Z350 hazers.

Atlanta Sound and Lighting is one of the first rental houses to get their hands on the new SBX fixture with Brian explaining that for the OutKast shows the lights literally went from cardboard to truss. "They were tested and addressed the night before they went on the semi," he says. "The light has kicked major ass. I've already had them on two other shows and can't wait to get them out more. It's definitely the most versatile light I've used in a long time."

Lighting Crew: Brian Hatten, Thomas Smith, Jamie Gastley, Jesse Launder, Brian Tedder.

### **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)

For more information, contact:

### **Elation Professional US**

6122 S. Eastern Avenue

Los Angeles, CA 90040

USA

Tel: (866) 245-6726 (toll free)

Tel: (323) 582-3322

[sales@elationlighting.com](mailto:sales@elationlighting.com)

[www.elationlighting.com](http://www.elationlighting.com)

### **Elation Professional EU**

Junostraat 2.

6468 EW Kerkrade

The Netherlands

Tel: +31 (0)45 546 85 66

[info@elationlighting.eu](mailto:info@elationlighting.eu)

[www.elationlighting.eu](http://www.elationlighting.eu)