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## Elation to Unveil “Game Changing” Product at PRO Show in UK

Elation Professional is proud to be an exhibitor at the inaugural PRO Show 13-15 September at the NEC Birmingham in the UK where the company is excited to announce the world premiere launch of a truly innovative game changing product that is unlike anything on the market today.

Visitors to Elation **Stand G25** will be the first to experience the Sniper, a new type of hybrid multi-effect lighting fixture that gives the creative LD an all-new tool to create stunning light shows. See a sneak peek of the new Sniper [here](https://elationprofessional.wistia.com/medias/1c9786dh2e). [<https://elationprofessional.wistia.com/medias/1c9786dh2e>]

And there's more. Visitors to PRO will also be some of the first to see two new LED-based professional moving heads from Elation, the **Satura Spot CMY Pro**, a high-powered LED spot luminaire with zoom, CMY color mixing, dual gobo wheels and more; and the **Platinum Profile LED**, a full-featured professional LED profile fixture with flexible 4-blade rotating framing system. Using a new high-performance 180W LED engine for an output comparable to a 575 discharge lamp, the Platinum Profile LED houses 7 dichroic colors, 7 rotating interchangeable gobos, 7 fixed gobos and more.

Elation will also be showing two new discharge-based luminaires in the popular Platinum range, the energy-efficient **Platinum Wash 16R Pro**, a flexible feature-packed luminaire that can be used as both a wash and beam and loaded with features such as CMY color mixing plus fixed colors, zoom, beam shaper, shutter/dimmer and more; and the 800W **Platinum Profile 35 Pro**, a full-featured professional fixture with rotating 4-blade framing system that allows for full control of the beam shape and delivers an output comparable to 1,200W moving head profile MSR fixtures.

Visit Stand G25 for the opportunity to talk with Elation personnel about the latest in our range of innovative yet affordable professional lighting solutions and be the first worldwide to see an exciting new product launch!

### Be our guest!

Launching alongside the established BPM DJ Show, PRO is a new exhibition focusing on professional audio, lighting and video technology, offering an ideal networking opportunity for our industry. Be our guest and get your free ticket at [www.visitpro.co.uk/trade](http://www.visitpro.co.uk/trade) (use code EL78AT).

### 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



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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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