

FOR IMMEDIATE RELEASE

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## Elation Proteus Beam™ IP65 Moving Head Set to Empower Designer Creativity

First in award-winning Proteus series of IP-rated arc source fixtures now available



PROTEUS™

Proteus Beam™, the first in Elation Professional's Proteus™ series of IP-rated, discharge-lamp moving head lights and an LDI Best Debating Product Award winner, is now available to the market. Proteus moving heads are high-performance, next-level intelligent lighting solutions designed to excel under varying weather conditions. Engineered specifically to empower designer creativity without the constraints of weather, technical, or brightness, the Proteus Beam is a professional moving head beam luminaire with top-level functionality, power and features to bring ideas to light.

"The Proteus Beam is a giant step forward for our company and our industry," stated Elation Sales Director Eric Loader. "As more and more outdoor events occur each year, production companies need a reliable, full-featured, moving head beam solution that can deliver the performance they need under any conditions while protecting their investment. Our goal is to give designers the utmost freedom to design any event or project just the way they see fit. The ability to use the fixture when inclement weather occurs, and control it remotely from up to 2,000' away via the built-in wireless DMX, only adds to the flexibility and power of the Proteus Beam. We've put years of extensive R&D work, market research and planning into developing this next-tier product line and are very excited to start delivering them to customers this month."

### Fulfills real industry need

Featuring a sophisticated yet pragmatic design, the Proteus Beam gives designers the freedom to utilize the latest technology at any event, indoors or out. Compact, robust and budget friendly, Elation's first ever IP-rated discharge-lamp moving head series provides solutions to real industry needs. Outdoor events bring their own set of logistical challenges and with Proteus Elation has eliminated the need for costly shrouds and weatherproof coverings while doing away with the compromise that often comes with using IP-rated LED units.



### Professional feature set

Proteus is another example of Elation's mission to offer the best value:performance ratio fixtures on the market. Along with the ruggedness to withstand the elements, the Proteus Beam is a versatile luminaire that does not compromise on features. Using the new Philips™ 14R 280W lamp and housing an advanced optical system with focus, the fixture produces a bright and extremely precise



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2-degree beam. Design features include full CMY color mixing, a 13-slot dichroic color wheel (including Quad Color, CTO, CTB and UV), 8 rotating replaceable gobos, plus 13 static-fixed gobos. The beam can be manipulated via features like 5- and 32-facet rotating prisms and a frost filter which designers can turn to when a softer wash effect is needed. The Proteus Beam also includes an innovative internal thermal cooling system that keeps the fixture cool even under extreme conditions. The Proteus Beam features a superior interface with control support from DMX, Art-Net, sACN and RDM protocols and internal program macros are included for quick programming. The fixture also houses Elation's internal E-FLY™ wireless DMX transceiver for quicker setups with less cable mess.

### Put to the test

Over the recent holiday season, the Proteus Beam passed a real-world test in the harsh weather conditions of the American Midwest when design group Lightswitch and LD John Featherstone used the weatherproof moving head in *Illumination: Tree Lights* at The Morton Arboretum near Chicago. The cold, often harsh weather project provided an excellent real world test for the IP65 arc source luminaire and the winter weather reportedly posed no issues for the fixtures over the 6+ weeks that the event ran. "We found it incredibly robust and weather-resistant," Featherstone commented. "Based on our experience this year, I think the Proteus Beam is a phenomenal fixture and is going to allow all manner of new design potential for both *Illumination* and other projects."

Designed to unleash a designer's creative vision, Proteus is built for visionary lighting designers who refuse to compromise. Now designers can benefit from Elation's trusted indoor reliability outside, with superior illumination allowing their vision to be unbound by the elements.

### 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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