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15-Nov-2016

Elation Proteus™ Series of IP65 Moving Heads Wins Best Debuting Product Award at 2016 LDI

Elation Professional's new series of IP-rated moving lights, **Proteus™**, won an LDI Best Debuting Product Award at the recent LDI trade show in Las Vegas. Recognized for 'advancing IP weather protection in a quality automated fixture,' the Best Debuting Product accolade was presented at an awards ceremony on Saturday, October 24 on the LDI show floor.



Proteus, which will be available for delivery in early 2017, proved to be the talk of the show with the first two fixtures in the series, the Proteus Beam™ and Proteus Hybrid™, drawing a steady stream of interest at the Elation LDI booth. They were also featured during live entertainment on the LDI Live Outside stage, where the fixtures featured in an industry party performance by the Swinging Johnsons.

On hand to receive the Best Debuting Product award were Elation Professional Sales Director Eric Loader and ADJ Group President Toby Velazquez. "From the response we had early in the show we knew we had a winner," Eric Loader stated of the buzz around the product already on the first day of LDI. "To win a product award right out of the gate is fantastic and we were thrilled for the recognition. The award affirms our hard work and strategy

that we are not only on the right track by continuing to innovate but at the same time giving the market what it needs."

Elation's first ever IP-rated moving head series, the company has put years of focus into developing this high-performance intelligent lighting solution to help designers create the effects and power they need, regardless of weather, tech or brightness requirements. Proteus is a brand-new line of next-tier, IP-rated, discharge-based lighting products that provide solutions to real industry needs. They are rugged, powerful and flexible moving lights that stem from years of R&D work combined with extensive market research and planning.

Featuring a sophisticated yet pragmatic design, Proteus fixtures are compact, robust and budget-friendly solutions designed specifically to empower designer creativity and excel under any conditions.



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They not only eliminate the need for costly shrouds and weatherproof coverings, they also do away with the compromise that often comes with using IP-rated LED units. Now designers can benefit from Elation's trusted and award-winning indoor expertise outside, with superior illumination allowing their vision to be unbound by the elements.

More information on Proteus can be found at www.proteus-launch.com.

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

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
www.elationlighting.com

Elation Professional EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu