

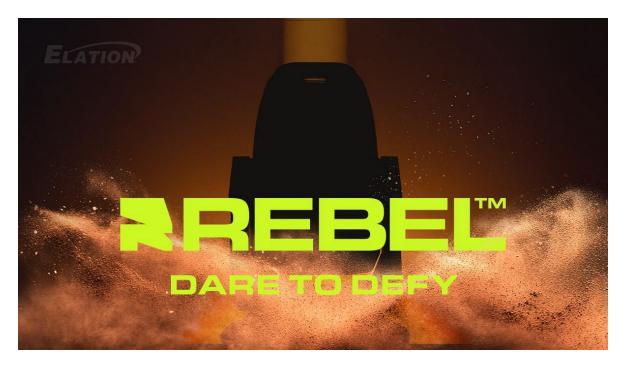
FOR IMMEDIATE RELEASE

13-May-2025

Dare to Defy with Elation's New REBEL PROFILE

Compact LED profile is designed to empower creatives with the freedom to build dynamic experiences however they want, wherever they want

Elation invites lighting professionals to break the rules and blaze their own path with the new REBEL Series. Elation proudly introduces the first in the series, the <u>REBEL PROFILE</u>, a powerful, compact LED profile fixture with IP65 rating engineered for attention-grabbing visuals in both indoor and outdoor applications.



"REBEL is all about breaking free from traditional norms and embracing bold innovation," said Matthias Hinrichs, Product Manager at Elation. "The REBEL PROFILE was created to answer the demand for a versatile, rugged fixture that offers both high intensity and adaptability. Built for rental houses and designers who need fixtures that can do it all in indoor or outdoor settings, REBEL brings top-tier results and long-lasting value without the premium price."

The REBEL PROFILE is highly adaptable, utilizing a high-output LED engine and dynamic color mixing. Built to withstand the rigors of both temporary outdoor applications and high-impact



FOR IMMEDIATE RELEASE

indoor settings, the REBEL PROFILE delivers intense beams, sharp projections, and a comprehensive effects package for captivating mid-air and projection visuals in any environment.

Key Features of the REBEL Profile

High-Intensity Output: Featuring a peak field 500W white LED engine, the REBEL PROFILE provides up to 22,000 lumens, delivering brilliant, high-intensity beams and sharp, powerful projection for impactful stage and event lighting.

Oasis of Color: Vibrant CMY color mixing, variable CTO, and a 7-position color wheel with high CRI (80/90) and UV options. From soft tones to bold contrasts, REBEL empowers designers to craft dynamic, precise visuals.

Comprehensive Visual Effects: Equipped with a rotating and fixed gobo wheel, full animation wheel, dual prisms, dual frosts, and high-speed iris, the REBEL PROFILE offers designers a range of dynamic effects that enhance creative possibilities.

Precision Framing and Control: The fixture's advanced framing system allows for full blackout shutter cuts, with a wide zoom range of 3.5° to 51° for precise beam shaping and control.

Weather-Resistant and Durable: With an IP65 rating, the REBEL PROFILE is protected against dust and water, making it a dependable choice for both temporary outdoor use and intense indoor applications.

The REBEL PROFILE offers lighting designers unprecedented control and flexibility, and redefines what it means to be a workhorse. "REBEL shows how a compact design can deliver maximum impact," product manager Hinrichs comments. "Its rugged design is all about long-term reliability and minimal maintenance, while the IP65 rating means you can use it in the harshest conditions. It's the perfect solution for lighting professionals who want to stand apart, and we're excited to see how it will inspire designers to push the boundaries of their lighting concepts."

Make Your Mark: REBEL offers another unique feature that discerning customers are sure to find appealing. A customizable logo plate allows rental and production houses to brand the fixture with their own logo, leaving their mark on every moment. REBEL—bold, distinct, and unmistakably yours!

For additional information, please visit elation.global/rebel

About Elation

At Elation, we represent the elite in the lighting industry. We design and manufacture a comprehensive range of best-in-class entertainment lighting products valued by production/rental houses and lighting designers worldwide. Our dedication to extraordinary quality and creative solutions has established us as the go-to choice for professionals. With a storied legacy of brilliance, our influence extends from iconic stages to cutting-edge studios across the globe. We also offer an advanced line of lighting control products



FOR IMMEDIATE RELEASE

through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. We invite you to take a closer look at <u>www.elationlighting.com</u> and <u>elation.global</u>

For more information, contact:

Elation 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 EU

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

Elation Mexico

Av Santa Ana 30, Parque Industrial Lerma, Lerma, Mexico 52000 Tel: +011 52 728 282 7070 ventas@elationlighting.com www.elationlighting.com