

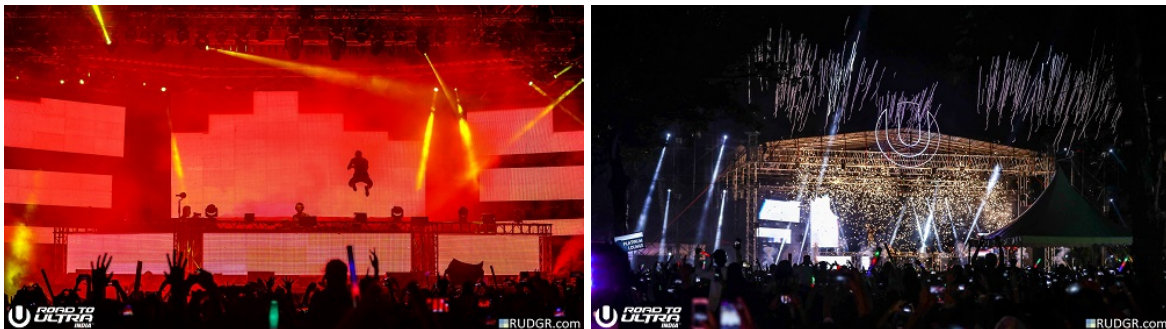
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Star Dimensions Lights Historic Road to Ultra Show in Mumbai with Elation Lighting

The Ultra Music Festival cemented its place as the world's premier electronic music festival years ago. Held in Miami each March during Miami Music Week, Ultra is one of the biggest dance music festivals on the planet and consistently features Elation Professional lighting on its stages. The iconic music festival hits the road as well, under the moniker Road to Ultra, and in September played two highly anticipated shows in India, one of which included Elation Professional lighting gear supplied by Elation partner Star Dimensions India Pvt Ltd.

Road to Ultra Mumbai, which took place at the Mahalakshmi Racecourse in Mumbai on Sept 7th, was an historic event as it marked Ultra's first show ever in India. While the main festival in Miami sees multiple stages and hundreds of artists, the Road to Ultra events are organized on a smaller scale with fewer artists and follow an arena format with one stage. Still, the entertainment technology that backs the production makes for a powerful experience not to mention the music lineup, which was quite impressive. Duo sensation The Chainsmokers headlined, along with a cast of supporting artists, many of which brought an Indian flavor into their sets.



Star Dimensions handled lighting and trussing for the event and turned to 12 Elation Platinum SBX™ hybrid moving heads and Platinum Beam 5R™ beam effect moving lights for what Ashish Mehta, Director of Star Dimensions, described as an “out of the box” design. “We had the SBX fixtures on both a front bar and back bar truss, creating mesmerizing effects on stage and towards the audience while the Platinum Beam 5Rs were used for nice mid-air gobo effects,” Ashish Mehta explains. “We rigged many 5R Beams across the stage and sound tower extension and their sharp narrow beam created a larger than life look.”

Star Dimensions has regularly had their inventory of Elation lighting out on many of the top music events in India, including Justin Bieber's 2017 shows, David Guetta's 2017 Mumbai show, Sensation India, A State of Trance and many others. “We have used Elation products for years and find them



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to be very reliable," Mehta stated. "They stand up well to the tough conditions we often experience here in India and they have a performance to value ratio that is hard to beat. Road to Ultra was a great opportunity for us as well as the EDM scene in India and Indian EDM lovers were naturally eager to immerse themselves in the experience." Ashish Mehta and Star Dimensions also provided technical support for the show, along with Syam Gopinath, who executed the trussing and lighting plot.

The Road to Ultra event, brought to Mumbai by Percept Live, might not have included the entire Ultra package you're used to seeing at Ultra Miami, but there wasn't a dull moment throughout the show. Mehta sends a special thanks to everyone from Percept Live, especially Percept Live's technical head Yogesh Malhotra, who stated, "We've handled a lot of EDM events and DJ concerts in which Elation has been a part of the rider - fixtures like the Platinum Beam 5R series, Platinum SBX and Elation LED Par lights - and we have found them to be outstanding products."

Photos: RUDGR.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

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