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Elation introduces new Ultimate Warranty on Smarty Hybrid™

Elation Professional has introduced a new Ultimate Warranty program on its new multi-functional Smarty Hybrid™ CMY color-mixing discharge lamp moving head. The warranty now covers the first two years of operation or 6,000 hours of use, whichever comes first, based on regular maintenance for the fixture and lamp!

The comprehensive warranty for a 2-year period covers material and workmanship of the fixture, including the highly-efficient Philips Platinum FLEX 200 lamp that sits at the heart of the Smarty Hybrid, new lamp technology that Elation helped develop with Philips engineers.

The fixture houses a discharge lamp/ballast package that produces up to 14,000 lumens with a lamp life rated at 6,000 hours. The Platinum FLEX 200 lamp is dimmable via the internal ballast, which not only dims the lamp electronically but offers a Hibernation Mode that reduces power to the lamp when not in use, resulting in lower power consumption. The lower internal heat produced extends the life of not only the lamp but all internal components of the fixture.

“Our aim in offering this comprehensive warranty is to help rental companies manage the cost of ownership by keeping costs down and ROI high,” states Toby Velazquez, President of Elation Lighting, Inc. “With regular maintenance, owners will get two years or 6,000 hours of operation with no lamp worries. This is the ultimate warranty. We’re that confident in this product.”

Elation’s Director of Sales and Marketing, Eric Loader, added, “Lighting designers already love that it’s a very fast and powerful beam fixture with full CMY. Now product owners will love that it is worry free for at least the first two years.” Elation unveiled the Smarty Hybrid at spring exhibitions and the fixture is now available and shipping.

Smarty Hybrid is a compact, fast and powerful CMY color-mixing moving head with zoom that can be used as a spot, beam, or wash light. Designed for a wide variety of professional stage applications, it includes a host of color and graphics options such as 13 dichroic colors (including UV and CTB color correction), two gobo wheels, two prisms, multiple CMY color / gobo / prism macros and more.

With the ability to overlay the prisms combined with the gobo and color system, this compact yet powerful fixture is the ultimate design tool for lighting designers while providing worry-free performance for rental companies and installations.

SMARTY HYBRID





www.ElationLighting.com

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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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