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Elation Sniper Wins PLASA 2014 Award for Innovation

Elation Professional's new Sniper multi effect and laser simulator took home an Award for Innovation at the 2014 PLASA Awards held Tuesday evening, October 7th at the ExCel Exhibition Center in London. Honoring the most ground-breaking products of PLASA London 2014, the Sniper was recognized for its innovative technology and new approach to hybrid lighting.

The judges commended the Sniper, stating, "The Sniper beam light, scanner, and laser simulator adds a unique effect to the lighting toolbox. It fills a gap in the market for a huge number of venues that won't spend top dollar, Euro, or Pound but need great effects lighting. It also sidesteps the issue of laser regulations by simulating laser effects without actually using a laser source. Its small size is an added bonus and it's priced affordably."



On hand to accept the award were Elation Sales Director Eric Loader and Elation President Toby Velazquez. "The response and interest we have had in the Sniper from the moment we launched it at the PRO show a couple of weeks ago has been fantastic," Eric Loader commented. "PLASA was a very positive show for us and has continued the momentum. The Sniper is a very unique product that LDs are discovering can offer something new and the PLASA award is really an endorsement of that."

Breaking new ground in hybrid lighting effects, the Sniper is built around recent advancements in lamp, electronics, optics and motor technology. It is a beam, scanner and laser simulator in one with a high-speed mirror system that spreads color and graphic effects at speeds never seen before.

The Sniper has already had its television event and touring debut having been used on Big Knockout Boxing at the Mandalay Bay Events Center in Las Vegas in August on DirecTV, and is currently on rock band A Day to Remember's U.S. tour. It's also specified to be in the rig when OneRepublic kicks off their European tour in October and is scheduled to feature on other events and tours this fall.

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



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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