



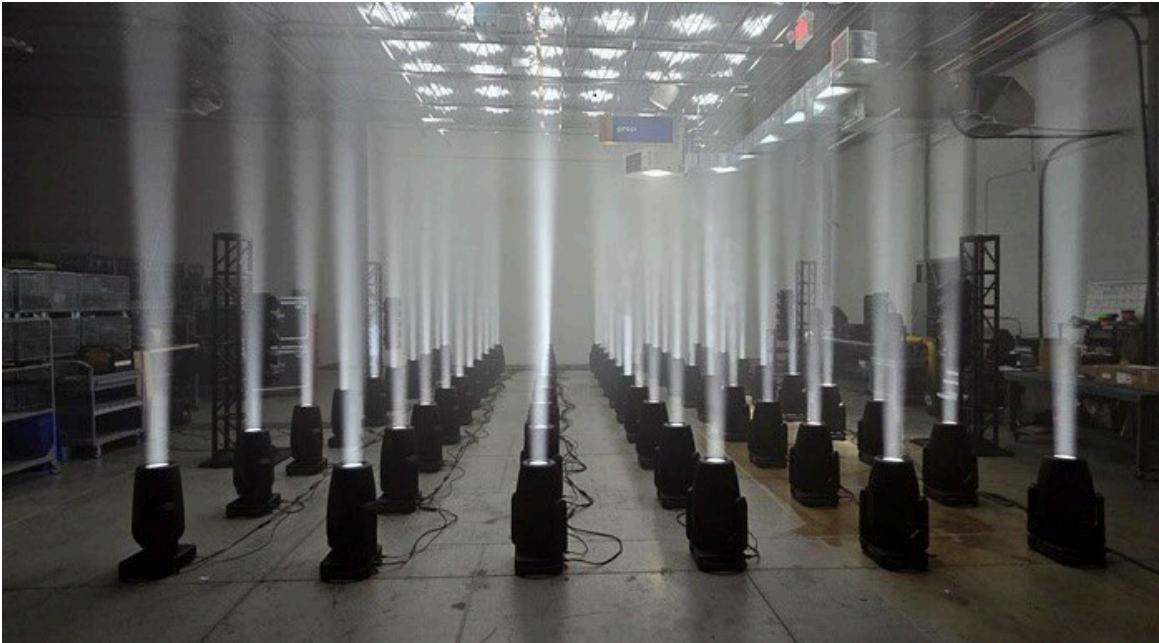
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Squeek Lights Invests in Elation PARAGON

New Jersey-based Squeek Lights has expanded its inventory by adding Elation's new [PARAGON](#) LED profile moving head, becoming one of the first rental companies in the U.S. to stock the award-winning fixture. With the acquisition, Squeek Lights currently has the largest inventory of PARAGON lights in the U.S., enhancing its capacity to deliver top-tier lighting solutions for live events.

"PARAGON really checked all the boxes for us," said Victor Zeiser, Managing Partner at Squeek Lights. "We compared it to similar products and found it had unique features that others didn't. Plus, its versatility as a multi-purpose light was very attractive. PARAGON does everything we need it to."



Zeiser first encountered PARAGON in its prototype phase and later saw the market-ready model at the LDI tradeshow in December, where it won the Best Debuting Product Award. Seeking a versatile fixture to replace the Artiste Picasso units they have used for the past five years, Squeek Lights needed a light that could handle a wide range of applications. The PARAGON fit the bill. "The PARAGON is going to be the core of our high-performance inventory," Zeiser added.

PARAGON, Elation's flagship fixture series, represents the culmination of years of development and feedback from lighting designers, offering a versatile solution for a variety of production



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needs. Available in three models to suit different scales, every detail of PARAGON has been refined to ensure that it represents a leap forward in intelligent lighting.

“It’s an extraordinary fixture. It has a fantastic output that will suit all of our customers and includes a number of cutting-edge features. What swayed us in the end was the exchangeable lenses that allow for use as a profile, wash or beam,” said Zeiser, referencing the PARAGON’s interchangeable Profile, Fresnel Wash and PC Beam lens system that allows for multiple fixture roles in a single, adaptable design. “We surveyed our clients, and many wanted a fixture that could also serve as a front wash system for corporate events. Although many fixtures have a frost, the quality of light you get from a Fresnel lens just can’t be beat.”

Another key feature of the PARAGON is its TruTone variable CRI system, adjustable from CRI 73 to CRI 93. Not only does it offer true variable color fidelity, it also allows the fixture to play multiple roles, such as a key light with high CRI in one scene and an effect light with high output in the next. “The variable CRI is great” Zeiser said. “We found during our shootout that you could adjust the hue of the light with more precision than what color mixing alone offers.”

Additional stand-out features for Zeiser include dual rotating gobo wheels, “a nice feature that not every unit we looked at had,” as well as a narrow zoom, which gives “some nice beam effects.”

The Squeek Lights team has been experimenting with the new fixtures, delving into the white LED engine and CMY color mixing system. Zeiser comments, “On the color wheel there is one color chip that has four colors on it, and when you mix on top of that, you can create an infinite number of split colors, which looks like a rainbow coming through the air. It’s really quite spectacular and something I’ve never seen another fixture do.”

Another advantage of the PARAGON, and another upgrade from the Picassos, is its IP54 rating, which means they can use the lights outside on summer festivals, and on the numerous tours that play both inside and outside. “And even though it is IP rated, it’s not a bigger fixture,” Zeiser said. “That’s a nice bonus.”

Squeek Lights has a long-standing relationship with Elation and has always appreciated the manufacturer’s ongoing support. “Elation’s customer service has always been excellent, and we’re confident that these fixtures will get the support they need throughout their lifecycle. That was a big factor in our decision,” Zeiser emphasized.

Founded in 2014, Squeek Lights provides professional stage lighting, concert lighting design, rentals, and sales for bands, tour managers, lighting designers, promoters, and live music venues. The company has experienced significant growth of late, expanding from a 3,200-square-foot facility to its current 10,000-square-foot space. “This investment in PARAGON is another big step for us in continuing that momentum,” Zeiser said.

Squeek Lights’ new PARAGON fixtures are already being deployed on corporate events and will be featured on Coheed and Cambria’s summer tour, which kicks off in May. Squeek Lights is just



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one of several rental companies that have invested in the PARAGON lighting series since its debut at LDI.

Squeek Lights

Victor@SqueekLights.com

Tel: 630-335-2112

www.squeeklights.com

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

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