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Elation Platinum BX™ and Platinum SBX™ Debut on Summer Youth Olympic Games

Elation Professional's new high-powered Platinum BX beam and hybrid Platinum SBX moving heads debuted in a big way on the Opening Ceremony of the 2014 Summer Youth Olympic Games held August 16th in Nanjing, China. Lighting Designer Sha Xiao Lan, who wowed the world with his lighting design for the Opening Ceremony of the 2008 Beijing Summer Olympic Games, awed spectators once again with a brilliant light show that incorporated 400 Platinum BX and SBX fixtures. Production company for the event was Beijing Fengshang Shiji Culture Art Co., Ltd.



Held at the Nanjing Olympic Sports Center and televised around the globe, Sha Xiao Lan created a number of spectacular looks including one in which he placed 20 Platinum BX units in a huge scenic astronomical telescope, which illuminated the night sky and became an iconic element that stood out as one of the main highlights of the event. The Platinum BX combines new lamp technology from a Philips MSD Platinum 17RA 350W lamp with a new optical system to power out over 15,000 lumens along a tight 2.5 degree beam. The dense, long throw beam makes for a spectacular mid-air look. Put 20 of them together and the result—as Sha Xiao Lan displayed—is out of this world.

Positioned throughout the stadium and used to light the huge performance area was the new Platinum SBX, a 3-in-1 luminaire that powers out 20,000 lumens and has versatile use as a beam, spot, or wash fixture. Combining hard-edge, mid-air effects and a wash field in one luminaire allow it to play multiple roles. Also housing the Philips MSD Platinum 17RA 350W lamp and new optics, the Platinum SBX includes a zoom that allows it to adjust from a tight beam to a radiant wash, along with an abundance of color and gobo projection possibilities.

Organized by the International Olympic Committee and held every four years, the Youth Olympic Games mimic the original Olympic Games in format but has an age limitation for athletes of 14 to 18 years. Held from August 16 to 28, Nanjing Games were the second Summer Youth Olympic Games to be held.



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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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