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26-Sept-2014

Liz Hobbs use Elation Beams for T-Live @ Telford, Shropshire, UK

The second annual T-Live music festival took place August 29-30 in Telford, Shropshire in the UK with production provided by the Liz Hobbs Group from Newark on Trent Nottinghamshire. The two day event, with an 80's themed night followed by a modern pop night, used 24 Elation Platinum Beam 5R's as the mainstay of the lighting rig.

Designed and operated by Oz Player, who used the fixtures in both the truss and floor package, commented on the ACL-type beam's frost effect wash look, "I've used the Elation Beam 5R on many shows and the soft edge frost adds another dimension."

Production Manager Paul Joyce, who added extra Platinum Beam fixtures to the fleet for Tom Jones' shows earlier in the year, added, "I'm really happy with their performance. It's a great return on investment and we have them scheduled out on a major tour happening this month as well (September)."

The Platinum Beam 5R is a pioneer of high intensity, long throw beam effects and a staple in live event rigs the world over. Operations Director at Liz Hobbs, Rupert Doogan-Hobbs, has a lot of experience with the fixture and stated, "The Elation Beams are workhorses for us and we have them out on almost every gig. They just work!"

T-Live attracted a crowd of upwards of 4,000 across the two days with both big names and up-and-comers taking the stage. Friday night's 80s party saw legends ABC and Go West join Rick Astley in the park, while pop band Lawson headlined on Saturday to a much younger crowd with special guests Union J, as well as local talent.

The event, which supported the charities Teenage Cancer Trust, Severn Hospice and the Georgia Williams Trust, was launched last year to bring a major music festival to Telford and highlight the town as an entertainment hot spot.

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



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