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**TSL Production first to invest in Elation's new Smarty MAX™**

TSL Production of Germany, a full-service event agency that stocks the latest in event technology, has purchased Elation Professional's new Smarty MAX™ high-output hybrid moving head, the first to do so worldwide. The company, from Pulheim near Cologne, has ample experience with Elation products with the new Smarty MAX joining TSL Elation inventory of Artiste DaVinci™, SixPar 100 IP™ and DARTZ 360™ fixtures.



Frank Schmitz, owner of TSL Production, spoke of the decision to add the Smarty MAX to their inventory. "We sought an all-round moving light for multiple purposes and after numerous tests and shootouts the decision fell on the Smarty MAX. The compact design and application as a spot, beam or wash impressed us. We were convinced of the unit's CMY color mixing as well as the fact that you can superimpose different prisms and still have enough output. With its numerous features and enormous light output, real unique effects can be generated that are unparalleled in this class of fixture. The lifetime of the lamp and the manufacturer's warranty was the icing on the cake."

With the Smarty MAX, Elation has introduced a new member of the Smarty family that combines high light output, long lamp life and a comprehensive package of features in one compact and lightweight hybrid unit. The combination of a Platinum Flex 400 lamp (particularly cost-efficient with a long life of 4,000 hours), a perfectly matched optical system and a 160mm front lens results in a bright 20,000 lumens of light output. Fully equipped with a complete design package, the powerful hybrid luminaire has flexible use as a primary workhorse for virtually any stage application while providing an excellent return on investment.



TSL's Smarty MAX units were used for the first time June 29<sup>th</sup> for the band Brings at the Tanzbrunnen Open Air concert in Cologne, where 12,000 guests filled the grounds. "Since the concert started at 7 pm, we needed a light that could still generate sufficient output even in daylight hours," Schmitz said. "This worked great and the Smarty MAX really proved its worth. This was followed by other open-air festivals, which were also very successful. We envision using the



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light at concerts in medium to large halls as well, also corporate events. We will certainly not regret this investment, also because the price/performance ratio is excellent.”

**About Elation Professional**

Based in California with a European office in The Netherlands, Elation designs and manufactures a comprehensive range of innovative lighting and video products known for its superior performance, excellent efficiency, and outstanding price:value ratio, all backed by a hard-earned reputation for Total Support. Through nearly three decades of intelligent lighting development, our mission has always been simple: to provide best-in-class products and service while offering the best value:performance ratio in the industry, helping show designers and producers achieve their vision. From discharge to LED, intelligent to conventional, Elation products continue to be a part of the industry’s most exciting projects across the globe and our list of references is always growing. We invite you to take a closer look at [www.elationlighting.com](http://www.elationlighting.com)

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