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FOR IMMEDIATE RELEASE

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Weekly *Elation Hour* webinar series to begin April 22

Online presentation series to address the personal experiences behind product development including the how and why behind Elation's award-winning product series. Top industry designers to share their own unique experiences and lighting techniques

On Wednesday, April 22, Elation Professional will be launching the *Elation Hour*, a weekly virtual presentation that will delve into the more personal side of product development while also addressing the technology and process behind the company's most popular product series. Also on the schedule are a series of discussions with some of our industry's most noted designers who plan to share their own personal insight and experience across the broad scope of entertainment lighting.



Hosted each Wednesday by Elation National Sales Manager John Dunn and Global Product Manager Matthias Hinrichs, the first *Elation Hour* presentation – **Behind the Products - R&D** – will take place on **April 22 at 7:00 p.m. CET and 10:00 a.m. PST** in the U.S. The free webinar is an excellent opportunity to hear about the more human aspect of a busy R&D department while gaining insight into the how and why behind some of Elation's leading technologies.

RSVP [here](#).

On Wednesday, April 29, join three of America's top lighting designers for television, Victor Fable, Joshua Hutchings and Ed Motts, for our first **Tools & Techniques** discussion. Hear them tell about their own adventures in lighting while gaining a greater understanding of the ins and outs of TV and film lighting. Tune in over the next several weeks as other top designers share their knowledge and experience in lighting Festivals/Outdoor Events, Broadway/Theatre, Trade Shows/Corporate/Special Events and Concerts/Live Events.



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The *Elation Hour* series will also include virtual product launches of some of Elation's latest innovations. See below for a schedule of dates and topics (subject to change).

The Elation Hour, Wednesdays, 7 p.m. CET / 10 a.m. PST: (schedule subject to change)

- April 22: Behind the Products - R&D – Elation Global Product Manager Matthias Hinrichs
- April 29: Tools & Techniques - TV/Film with Victor Fable, Joshua Hutchings and Ed Motts
- May 6: Tools & Techniques - Festivals & Outdoor Events
- May 13: Behind the Products - Service & Support with Elation Service Manager Gines Gines
- May 20: Tools & Techniques - Broadway & Theater
- May 27: Tools & Techniques - Trade Show, Corporate & Special Events
- June 3: Tools & Techniques - Concerts/Live Events
- June 3: Virtual Product Launch - Artiste Mondrian
- June 10: Virtual Product Launch - Fuze Wash FR

About Elation Professional

Based in California with facilities in Florida and Mexico City, as well as European offices 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

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