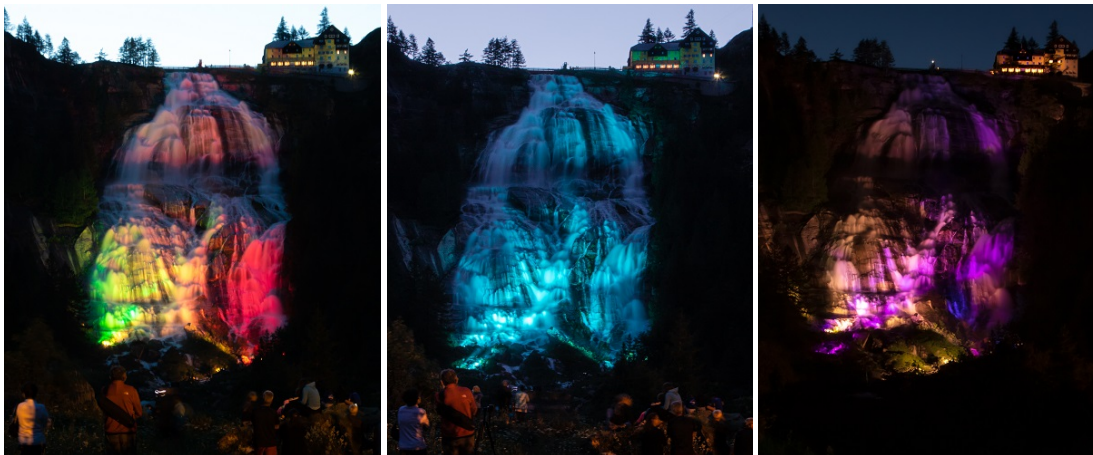


FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

25-July-2019

Elation Paladin™ at high altitude

The harmonizing elements of light and water came magically together at Toce Falls by Lake Maggiore in the Alps of northern Italy (Cascata del Toce) during an evocative light and music show designed by Pierre Gèlil. For a special event held June 28th and 29th, the designer turned to color-changing Elation Paladin™ lighting effects to visually paint one of the most spectacular waterfalls in the region.



Gèlil, who also works as director of Teatro Maggiore in Verbania, was looking for a suitable product to illuminate the breathtaking but complex location. Seeking a watertight fixture that could put up with mist from the Falls as well as weather extremes, Elation's Italian partner, Audio Effetti, proposed the Paladin, a versatile multi-functional LED wash light with high luminosity, chromatic performance and IP65 housing.



Sealed against water or dust ingress, the Paladin, with 24x 40W RGBW LEDs and 6 to 32-degree zoom, can flexibly adapt its beam to all surfaces and is particularly suited to illuminating objects located at very long distances. Gèlil used 10 fixtures mounted at various positions to illuminate the 143-meter drop of the waterfall, which spreads out at the bottom to a breadth of 60 meters. By synchronizing the dynamic light show with music, the effect was especially moving and of great impact for those present. The



www.ElationLighting.com

FOR IMMEDIATE RELEASE IMMEDIATE RELEASE

event will be repeated on the 20th and 21st of September.

One of the most unique attractions along the Italian border with Switzerland, the natural beauty of Toce Falls has revealed a spectacular and new nighttime side of her for the enjoyment of tourists and locals alike.

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

For more information, contact:

Elation Professional 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 Professional EU

Junostraat 2.
6468 EW Kerkrade
The Netherlands
Tel: +31 (0)45 546 85 66
info@elationlighting.eu
www.elationlighting.eu

Elation Professional Mexico

Av Santa Ana 30,
Parque Industrial Lerma,
Lerma, Mexico 52000
Tel: +011 52 728 282 7070
ventas@elationlighting.com
www.elationlighting.com