



FOR IMMEDIATE RELEASE

04-Sept-2025

Toucan Productions Among Early Adopters of Multi-Award-Winning PARAGON

Full-service production company Toucan Productions has added Elation's new [PARAGON](#) series to its rental fleet, utilizing the award-winning LED profile fixtures across concerts, festivals, corporate events, and large-scale branding projects throughout Oklahoma City and beyond.

Toucan CEO Chauncy Harris explained the decision: "They are perfect for any customer that needs flexible and affordable profile fixtures. It is a great product, a versatile solution for a variety of production needs, and with a great price point for our market."



Discovering PARAGON at LDI

Toucan first saw the PARAGON at the LDI tradeshow last December, where it earned the Best Debuting Product Award. Needing a compact, IP-rated fixture, Toucan arranged a demo for a closer look and eventually invested in the [PARAGON S](#) model.

"For a rental company, it is built very well and will hold up in virtually any environment," said Harris. "It offered excellent value for the number of features. It's remarkable how much this fixture can do in such a small form factor."

Designed as Elation's flagship fixture series, PARAGON combines years of R&D with real-world feedback from lighting professionals. Available in three models, it represents a new level of refined lighting performance, has earned multiple industry awards, and has quickly gained adoption among rental companies nationwide.

Big Punch in a Small Package



FOR IMMEDIATE RELEASE

Keaton Hamilton, Project Manager for Design & Live Events at Toucan, highlighted the fixture's exceptional power-to-size ratio: "The compact design makes it remarkably lightweight given its feature set. The 550W LED engine is impressive, and I was pleasantly surprised by the amount of output from the PARAGON S." He added, "I'm also a big fan of the quad-color system and the dual prisms operating on two planes."

The PARAGON S produces over 20,000 lumens and is equipped with a wide zoom, framing shutters, gobos, an interchangeable animation wheel, overlapping dual prisms, dual frost, high-speed iris, and interchangeable lenses in a small-format housing. Its TruTone variable CRI system (73–93) provides both high-fidelity key lighting and high-output effect lighting, giving designers maximum flexibility.

IP54 Durability

Another advantage of the PARAGON is its IP54 rating, which means Toucan can use the lights outside on summer festivals and events, as well as on tours that play both indoors and outdoors. Hamilton noted its durability: "It feels like a real upgrade in workmanship. The new latch design (pan/tilt locks) and rubber bumpers on the nose show that real thought went into protecting the fixture for heavy use. They really have held up through the weather as well."

In Action at Festivals and NBA Playoffs

Since acquiring the fixtures, Toucan has put them to work at major events, including the Norman Music Festival mainstage, where Hamilton highlighted their creative effects package, and during the Oklahoma City Thunder NBA playoff run on their way to an NBA Championship, where the PARAGONs were used for outdoor branding lighting around downtown Oklahoma City. Toucan Productions has been the lighting vendor for Oklahoma City Thunder game presentation activities since the NBA team moved to the city in 2008.

Founded by Robin Alvis, Toucan Productions has been a trusted name in professional stage and concert lighting since the 1980s. Based in Oklahoma City, the company provides professional stage lighting, lighting design, rentals, and sales for tours, venues, festivals, and sporting events.

"The year has been great, and the PARAGONs have found an important niche in our inventory," Harris concludes. "Oklahoma City is really thriving, and we're thrilled to be a part of it."

About Elation

At Elation, we collaborate with leading professionals in the lighting industry to help bring extraordinary experiences to life. As a designer and manufacturer of a wide range of high-performance entertainment lighting products, we're proud to be a trusted partner to top lighting professionals and rental houses around the world. Our commitment to quality, innovation, and creative solutions has made us a go-to resource in the industry. We also offer an advanced line of lighting control products through Obsidian Control Systems, and a full range of dependable specialty effects called Magmatic. Elation serves clients worldwide through offices in Los Angeles, Mexico City, and the Netherlands. We invite you to take a closer look at elationlighting.com



FOR IMMEDIATE RELEASE

For more information, contact:

Elation 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 EU

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

Elation Mexico

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