

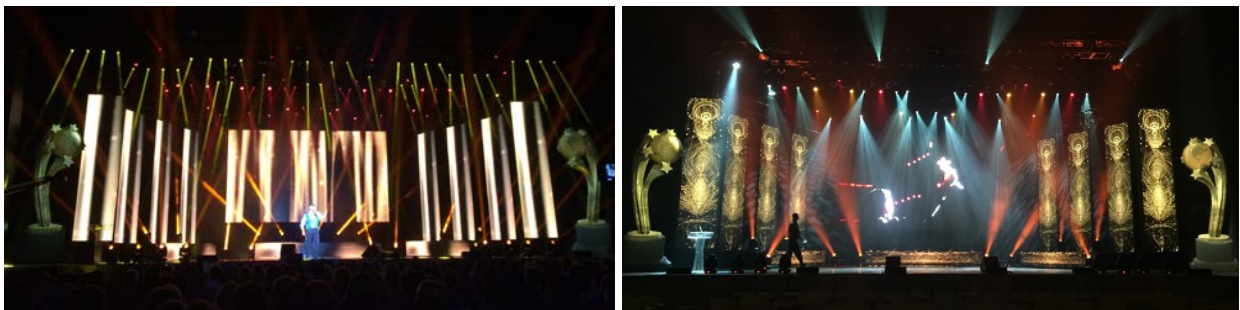
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15-July-2015

## **Elation Beams Light Second Annual World Armenian Entertainment Awards**

The World Armenian Entertainment Awards took place May 9<sup>th</sup> at the Agua Caliente Resort and Casino in Palm Springs, California, and although only in its second year, the star-studded gala is already being touted as one of the best yearly events in Southern California. Video and lighting production technology for the event, which included the supply of Elation Beam series fixtures, was handled by Hi Energy Production for the second year running.

Based just north of LA in Chatsworth, Hi Energy Production manages both rental and installation applications. Company head, Vic Antonyan, conceived the stage and lighting design for the Awards show and specified the Elation gear. Lighting programming was done by Esteban De La Torre-Alva who also handled pre-visualization drawings for the event using Elation's Capture Argo Extended edition lighting design software.



In order to create the stunning aerial impact on stage, a house rig of automated spot and wash fixtures was supplemented with 36 high-output Elation Razyor Beam 2R and 24 Platinum Beam 5R Extreme beam fixtures. "The punch of these fixtures was most important," Vic Antonyan states. "We were running a lot of LED screen for the show, plus a bunch of white light for the cameras, so we needed something that would break through all that light, and the Elation beams were perfect."

Featuring a 132W Platinum 2R lamp and projecting a super-narrow 3-degree beam, the Razyor Beam 2R's added movement and eye-catching beam effects from three over stage electrics while the Platinum Beam 5R Extremes with their 189W Platinum 5R lamp and 3-degree beam worked from a floor position. The rig was under the control of a pair of Elation-distributed HedgeHog 4 lighting consoles, also supplied by Hi Energy Production. A HedgeHog 4X with a DP8000 processor was used to control all the moving lights, including the house rig, while a HedgeHog 4S was used to run video, which was all pixel-mapped and ran through Elation's Arkaos Media Master.



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The premise of the Awards show was to encourage the preservation of Armenian culture and history, both inside and outside of the homeland. The show, broadcast live on USArmenia TV, featured a variety of performances by Armenian stars from around the world.

**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 Worship, theme park, cruise ship, exhibition, architectural space or elsewhere. For more information, please visit [www.elationlighting.com](http://www.elationlighting.com)

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