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X-Laser Launches New Website, Showcasing New Brand Identity and Refreshed User Experience

X-Laser recently launched its new website, x-laser.com, marking a major milestone in the brand's evolution as part of Elation and reinforcing its commitment to a clearer, more intuitive experience for those exploring lasers. Completed in just under three months and launched in time for LDI 2025, the new platform is cleaner, smoother, and better aligned with how users research and purchase laser systems today.



“We’re really pleased with how our team came together and delivered this on a firm deadline,” said Eric Loader, Global Vice President of Sales and Marketing at Elation. “The new site strengthens the X-Laser brand and gives users a clear, practical way to explore the systems and see how they fit into real-world projects and productions.”

Improved Structure and Navigation

Together, the teams focused on improving structure, navigation, and content while maintaining technical accuracy and depth. A key objective was to fully replace the legacy site and eliminate the fragmented “split” navigation. The result is a simpler structure that makes it easier for visitors to



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understand X-Laser's product categories and quickly find exactly what they're looking for with fewer clicks.

One of the most noticeable improvements is application-based navigation. Whether users are searching for production-grade laser fixtures or systems designed for beginner-level mobile entertainers, the site guides them to the right products, right away. The interface has also been refined for mobile use, supporting entertainment professionals who often browse while out on the road.

Optimized Purchasing Options

The new X-Laser site also introduces optimized purchasing options tailored to different product types. Accessories, LaserCube, and Aurora models can be purchased directly online, while more advanced Skywriter and Triton systems—now distributed by Elation—offer request-based pricing and configuration support. This approach reflects how different customers prefer to evaluate and procure equipment, while remaining approachable for those new to professional laser fixtures.

Enhanced Visuals and Technical Resources

Visually, the site showcases updated branding and upgraded collateral designed to better support the promotion of X-Laser. New product photography across the lineup provides greater clarity around form factor, build quality, IP ratings, and mounting and control options. Product detail pages have been rebuilt to include downloadable resources such as console fixture profiles, demo files, and other technical assets. Redesigned specification sheets now highlight key data points—such as power draw, laser diode output, and fixture weight—making comparisons faster and easier.

Future Enhancements

The launch also lays the groundwork for future enhancements, including a new variance application page, a variance and U.S. FDA compliance guide powered by LLM technology, and an improved dealer map to help users connect with authorized X-Laser retail partners. Together, these updates support X-Laser's ongoing goal of making professional laser systems more accessible, endlessly compliant, and easier to deploy.

To learn more and explore the new website, visit <http://www.xlaser.com>.

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 more information, contact:



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