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Smart iStay Hotel in Southern Texas Upgrades with Elation LED Illumination

When the Holiday Inn Express hotel in McAllen, Texas, changed its brand to Mexican hotel chain iStay Hotel, the occasion called for something special. To announce the brand change and give the hotel a new identity, several upgrades were undertaken including dynamic upright illumination of the outdoor façade using Elation SixPar 200 IP™ LED PAR color changers.

Located in the heart of McAllen in southern Texas, the Smart iStay Hotel features 191 modern rooms with additional facilities for corporate events, weddings, parties, conventions and trade shows. A destination for both business and leisure traveler, the new lighting scheme has transformed the hotel's presence in McAllen from obscure to eye-catching.



The fully weatherproof SixPar lights house 6-color LED multi-chips that allow for an expanded palette of colors which are used to highlight and enhance the front of the hotel in a variety of decorative shades. Installed at ground level, the first floor cornice and in front of columns at the hotel's motor lobby, the SixPar 200's twelve 12W LEDs and 15° beam angle allow for full coverage illumination along the entire height of the hotel's façade as well as uniform transitions between fixtures.

Elation Professional's Mexican partner, ADIMSA (adimsa.com.mx), specified the SixPar lights with lighting design by ADIMSA's architectural lighting designer Gadier Pico, who also programmed the lights and trained the client on the new system. Architect Juan José Hernández specified the engineering for the electrical installation while ADIMSA's Victor Rivera supervised the entire install, which took place in early December 2015.

"The client chose a dynamic lighting solution because they wanted to have a modern and dynamic lighting design to launch the new brand while positioning the hotel as the first in the city with this type of unique lighting design," commented ADIMSA's Edson Rivera, who specified the fixtures. "The client liked the outdoor protection of the SixPar fixtures, the power of the light and all the color possibilities. A lot of other factors were also quite important to them like the two-year warranty, the good price and the fast delivery. They also valued the customer service and support from the ADIMSA team."



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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

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