

11.4.2012

PLASA Focus Austin as a Success for Robe

Products Involved

LEDWash 1200™ **LEDWash 300™** **LEDWash 600™** **MMX Spot™** **ROBIN® DLX Spot**

Robe's US office took the opportunity to exhibit at the brand new PLASA Focus exhibition – the first such event in the US was staged at the Renaissance Hotel in Austin, Texas, and created a real buzz of excitement.

Modelled on the very successful PLASA Focus shows in Leeds, UK, the exhibition offered the opportunity for companies to demonstrate their latest technologies and innovations in the world of production technology, and test the water in terms of more locally based interest in products, ideas, trends and directions.

The Robe team was led by Robe lighting US CEO Harry von den Stemmen, and joined by rental and staging segment sales manager, Heather Busch, who did much of the co-ordination for the event, and Jerry Seay who led many of the active demonstrations on the booth.

The products highlighted were all from the new ROBIN series – 300, 600 and 1200 LEDWashes and the ROBIN MMX and DLX Spots – all of which attracted plenty of interest. A wide cross section of visitors visited the Robe booth over the two days, including lighting professionals from all disciplines, lighting and visual designers, students, production companies, local theatres, houses of worship and assorted other venues.

The 10 x 20 ft booth was very efficiently arranged with prominent graphics and branding on the back wall, a demonstration area and the products also available for closer examination on pedestals.

The booth was consistently busy for the duration of the exhibition. Says Heather, "We were very pleased with the quality of the attendees. Many were current Robe users and customers who provided us valuable feedback on their experiences".

She adds that many had travelled from all over the U.S. specifically to check out the newest products.

During the show, constant demos of the DLX were conducted, projecting the beam and the various effects onto the interior wall of the booth. Many people came onto the booth to see the demo, and the new LED Wash series, especially the 1200, was also a big draw. Many also commented on the impressive output of the new DLX fixture.

People enjoyed the size of the show which lent itself ideally to more one-on-one conversations and personal demos with clients and interested parties.





