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Robe at InfoComm 2012 - Review

Products Involved

LEDBeam 100™ **LEDWash 1200™** **LEDWash 300™** **LEDWash 600™** **MMX Spot™**
ROBIN® Actor 6 **ROBIN® DLX Spot**

Robe lighting Inc. completed its first InfoComm exhibition at the Las Vegas Convention Centre, where the company experienced a busy show with a steady stream of excellent high quality visitors to the booth.

Robe lighting Inc's CEO Harry von den Stemmen took the decision to exhibit. InfoComm is well known as a premier AV industry show in the US, and he wanted to 'test the water' in terms of how lighting and LED technologies are perceived in relation to AV, and how the continuing hot topic of 'convergence' is actually being perceived and practiced. The open plan booth was located in the currently small 'Lighting' section of the exhibition and featured a modern minimalist design, highlighting the latest Robe products. These included the ROBIN MMX and DLX Spot moving lights and the full LEDWash series – 300, 600 and 1200 versions – plus the new, small, lightweight and very fast LEDBeam100, plus the Actor 6, a static version of the popular LEDWash 600. Some of these were also available for closer 'hands-on' examination at podium level on the booth. There was a screen at the back for demonstrating products and also a wall of Ropix video panels. All products attracted plenty of interest. The Robe lighting Inc. team included the company's key specialists from all sectors of the professional entertainment and leisure industry – covering installation and bespoke design, rental and staging, etc. They met most of their major existing customers, several new 'potentials', and representatives from many leading US rental and production companies. All were impressed by the international nature of the event, also seeing visitors from across North and Latin America, Australia, Asia, the Far East and further afield. Harry concludes, "Initially I was concerned that the position of the lighting section of the exhibition might be a little isolated, and it did take some time for people to filter through to us."

“However, overall we experienced a very positive show and it was definitely the right decision to exhibit, with a throughput of around 34,000 people over the three days, and some very ‘serious’ people walking the floor. We definitely spent time talking to key decision makers”.





