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## **Robe Works With Winners and Launches 7 new products at PLASA 2012**

### **Products Involved**

**LEDWash 800™**   **ROBIN® Actor 6**

Robe celebrates its tenth birthday and ten years of 'Working With Winners' at PLASA 2012, referring to its amazing international distribution team, most of whom have been with the company since its first PLASA in 2002.

'The company was established in 1994, starting with humble beginnings in a small garage, and was launched as the 'Robe' brand in 2002. The company is still independently owned and run by the original partners who take active roles in its day-to-day running.

Now with one of the most high profile booths of the show, and fresh from the Czech House Olympic Pavilion at the Business Design Centre – lit with Robe fixtures – awarded 'gold medal' status as one of the best social hubs of the Summer Games, Robe launches seven new winning products on Booth 1 F47.

• ROBIN DLS Profile • ROBIN MMX WashBeam • ROBIN 800 LEDWash • ROBIN Actor 3 • ROBIN Actor 6 • ROBIN Actor 12 • ROBIN 100 LED Beam – DL and SW version

All are based on the 'smaller, brighter, lighter' and more environmentally sustainable design concept at the core of Robe's product development strategy.

The DL range is designed for theatrical and television lighting. It is the result of extensive R'n'D by Robe using the latest technologies to perfect the precise 'white light' requirements of these specialist areas.

### **Robin DLS Profile**

The latest DL range product from Robe uses the high power RGBW LED module and adds a smooth, fast framing shutter system in the optical path of the already proven DLX Spot format.

Each of the four shutter blades can be individually controlled, positioned and angled and the whole module can be rotated.

As with all Robe LED luminaires, the light engine is optimised and completely homogenised, producing no shadows.

The high power RGBW LED module produces a dynamic colour range, reaching from rich saturates to the most subtle pastels, plus pure whites at pre-selected 2700, 3200, 4200,

5600 and 8000 Kelvin colour temperatures.

Tungsten emulation allows the fixture to be seamlessly integrated into lighting schemes also using traditional fixtures.

## **ROBIN MMX WashBeam**

Utilising technologies developed for the ROBIN MMX Spot, the MMX WashBeam offers multiple features in one fixture.

The Philips Platinum 35 lightsource combined with the MMX optical system provides an output exceeding most traditional 1200W products.

The internal automated 'Barn Door' assembly offers individual control of each 'door' to control the light edge, and the complete assembly rotates through 180 degrees.

Using a different lens, the WashBeam can be switched from a soft edged wash light - extendable out to 60 degrees - to a collimated 2.5 degree beam effect machine.

A rotating gobo wheel with six rotating gobos is specifically designed for creating powerful mid-air effects.

Both options retain the key performance features of the MMX family - full CMY colour mixing, saturated colour wheel, variable CTO and hot spot control, motorised zoom & focus.

## **ROBIN 800 LEDWash**

The world's first LED wash light with beam shaping and a truly multi-purpose luminaire designed for all professional applications - concert touring, rental and staging, theatre, TV studios and productions, conferences, presentations plus live events and installations. The beam shaping module creates an oval shaped beam which is needed for TV and theatrical stages.

The module is both rotatable and indexable to 360 degrees and has continuous rotation.

The zoom range is an amazing 8 - 63 degrees!

There are three-zones of individual LED ring control and the colour range - including all the high quality 'real' whites - are the same as those in the hugely successful ROBIN 600 LEDWash.

## **Actor 3, Actor 6 and Actor 12**

Robe's Actor range of wash luminaires bring the flexibility of the award-winning LEDWash series to fixed position applications.

The 300, 600 and 1200 models deliver a small, easy-to-control static head that can be manually locked into position.

High power 15W RGBW LEDs combined with Robe's patented motorised zoom optical system result in a smooth, flat beam, ranging from 8 to an impressive 63 degrees!

There is full DMX control over the zoom angle and colour mixing, including 237 preset colours, selectable whites, variable CTO and concentric ring-effect macros and full tungsten emulation.

## **ROBIN LEDBeam 100 DL & SW**

Following the massive success of the ROBIN 100 LEDBeam, these Daylight and Smart White versions add more dynamics to the LEDBeam range.

The LEDBeam 100 utilises twelve 15W LEDs to provide an extra punchy 7 degree beam – or with the addition of a clip-on 25 or 40 degree frost filter – a smooth wash.

Its tiny dimensions are ideal for ensconcing into sets and all types of other small places and spaces.

The DL model is fixed at 6500 K, and the SM is adjustable at between 2800 and 6300 K.

#### Also Featured On the Stand

Robe shows other exciting, successful products including the full ROBIN range, majoring on the massively successful ROBIN 300, 600 and 1200 LEDWash LED fixtures and the MMX Spot.

The main booth design is based on the super fast ‘handbag-size’ fixture Robin 100 LEDBeam.

Robe’s versatile DigitalSpot 3500 moving head projector will also be demonstrated on the stand in its own designated area.

Architectural LED specialist and sister company Anolis will feature on a separate part of the booth, showing all the latest products in its ArcSource and ArcLine ranges – both indoor and outdoor versions.

As always the booth design will be cool and contemporary and the stand will offer plenty of Czech hospitality and good vibes in addition to the great innovations. Robe distributors from all the major regions will be working on the stand offering multi-lingual demonstrations.

Robe continues to be green where possible! All the new catalogues and promotional materials are printed on FSC certificated paper

(check [http://en.wikipedia.org/wiki/Forest\\_Stewardship\\_Council](http://en.wikipedia.org/wiki/Forest_Stewardship_Council)) and are also available as downloads for paperless environments.









