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## Pointes Are Ultra Cool

### Products Involved

Pointe®

Cape Town, South Africa, based rental and technical production company, Ultra Events has completed its first purchase of Robe ROBIN Pointe moving lights – with a delivery of 12 units from Robe’s South African distributor DWR Distribution, to be followed by another 12.

Ultra’s owner and founder Costa Champanis first saw Pointes at the 2013 Mediatech trade expo in Johannesburg, and was immediately impressed.

“I like their versatility and they are also hugely popular at the moment and getting specified frequently. So knowing I could get a good ROI, I went ahead with the investment,” he explains, adding that one of Ultra’s central philosophies is also to keep abreast of the latest technologies ... and owning the Pointes keeps them right there!

“The flexibility of the Pointe being able to go from a tight parallel beam to a spot, to a comprehensive wash and producing a cool array of special visual effects makes them a great solution,” he confirms.

Other benefits that he appreciates include their low weight, expedient power consumption, high output and brightness, speed ... and the fact that four units can be packaged neatly in a flight case and easily lifted and packed in the truck!

Apart from that, of course there’s also the superlative service and after-sales support from DWR Distribution.

“We bought our very first lights from DWR’s Duncan Riley way back when he worked at Electrosonic SA, and the relationship with DWR has grown steadily and been very positive and productive over the years,” recalls Costa.

Upon arrival in Cape Town, Ultra’s Robe Pointes went straight out on a show and Costa is confident that they will be used extensively on many of their major upcoming projects. Ultra Events started in 1996 supplying DJ equipment to the industry. After graduating from college as an electrical engineer and also running a mobile disco as a side project, Costa’s passion for sound was ignited.

Within two years, the demand for dry hire and technical support overtook sales and, as a result, the full time rental company was born. The evolution of Ultra Events has been

continuous, morphing initially from being a sound company to providing a full range of equipment including sound, lighting, staging and as well as design and event services. Costa enjoys the constant challenges of running a business in an inventive and fast-moving industry. "It's not the money we make, but the dedication and gratification from seeing a concept brought through to production and the successful delivery of an event. The icing-on-the-cake is meeting - and when possible - surpassing the client's expectations".

