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Ultra Goes Mega

Ultra Events is a premium technical supply and production company based in Cape Town, South Africa, owned and run by Costa Champanis … and is the latest of several rental companies in the region to invest in Robe's hugely popular MegaPointe.

Ultra initially took delivery of four units initially with the rest to follow soon!
The company started commercial life as Ultra Sound, specialising in professional audio for assorted events markets.
Natural expansion led them to look at supplying full technical packages and design as needed to their clients, so investments followed in lighting, video, staging and structures and sets, and with this, Ultra Events was founded to supply integrated and imaginative solutions to a diverse client base.
Ultra Events covers all types of events, projects for the film, television and advertising industries and theatre productions.
Right from the start Costa was aware of the kudos and perception that investing in internationally known and recognised brands would bring, and this philosophy led him to Robe as they purchased washes – both LEDWashes and the original ColorWash discharge series - and more recently Pointes.
Immediately the Pointes were onboard, the demand was so great that they upped the original purchase of four units to 24 … in less than a year!
Based on their success with the Pointes and the intense demand for MegaPointes on riders and tech specs, they ordered these from South African distributor, DWR.
Ultra Events is active all over Africa, however it's still very important to stay ahead of the game in the highly competitive local market in and around Cape Town! So, the increasing requests for MegaPointes, and the fact that Costa and the team like to have popular kit in stock rather than cross hire, fuelled the investment.
The first event for the new MegaPointes was lighting the runway show for the 2-day #COSMOFest2018 fashion extravaganza, staged at Canal Walk Shopping Centre, Cape Town. Lighting designer JP Wilson integrated them with the rest of the lighting at the entrance end of the runway, where the lights were rigged to the sides of a trussing border around a large LED screen.
Asked about the feedback, Costa notes that "They are f***ing bright beyond belief and hugely powerful, yet with the finesse of a fine feather. With the rugged build, and such compact dimensions, the sky is the limit for this small monster of a light!"
He feels that in a world of very few independently owned lighting companies, Robe is really listening to what the market is wanting and needing … and responding with appropriate products.

He adds that DWR's superlative service – something we hear repeated constantly – is also "extremely important! Half the sale is that you get 'that' DWR support … and half is the actual product itself" he declares.