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Robe at PALM Expo 2007 China

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The large, eye-catching stand in Hall 2 was designed by Robe UK's Nathan Wan and featured all the latest products from Robe including the newest digital technology - the DigitalSpot 5000 DT and the StageQube 324. The StageQubes on display were configured in three displays of 12 x 12 units.

Also showing for the first time in China was the all-powerful ColorSpot 2500E AT fixture.

The new 700 series - including ColorSpot and ColorWash 700E AT and ColorWash 750 AT Tungsten - also for the first time in the territory - was also prominent and attracted loads of interest, along with the workhorse ColorSpot and ColorWash 1200 ATs and ColorSpot and ColorWash 575 ATs, plus a selection of Robe's CT club range.

On show for the first time at any exhibition was a special flight-cased ready-for-action version of Robe's "Media Fusion" software for running StageQube walls. This fully tourable unit is ready to roll with the integral PC that is capable of running up to 8 layers of media via DMX or ArtNet.

The exhibition generally attracted lots of domestic interest, and there is heightened interest in production technology at the moment ahead of the 2008 Beijing Olympiad.

Leifull's Chairman Dave Zhou says, "*There's been massive interest in all the products, specially the 2500s, and just generally because of the proximity of the Olympics*". While the final supply tenders have still to be decided, there are plenty of people in the country with a vested interest in keeping abreast of the latest technology. He also said the TV world was very impressed in Robe's digital products.

Robe Show Lighting also sent their international sales team to Beijing. To coincide with the show, Leifull staged a Robe dealer seminar the day before the exhibition opened, designed for all its agents and other interested parties including LDs and programmers, creatives and production teams from across the industry.

Held at the nearby Radisson SAS Hotel, the seminar saw presentations from Robe's International Sales Manager Harry von den Stemmen and International Business Development Manager Ingo Dombrowski.

Von den Stemmen opened proceedings with a brief "History of Robe", and the afternoon was wrapped up with a concise product overview of the current Robe ranges from Dombrowski. In-

between these was the highlight of the event, a presentation by leading lighting designer Durham Marengi, who spoke about his work for the Opening and Closing Ceremonies at the 2006 Winter Olympics in Turin.

Marengi was already in Beijing at the invitation of the China International Entertainment Association, and presented the same talk at their 5th annual Forum. Marengi's design for Turin had included over 250 Robe moving lights.

Von den Stemmen sums up, *"It was a very busy show for us for many different reasons. China continues to be one of the most important markets and the growth potential is huge. We enjoyed a very positive reaction to our latest technology"*.

Leifull has some major events upcoming for which Robe has been specified, including the 10th Anniversary of the Hong Kong handover in Shenzhen, where over 80 Robe fixtures have been specified by LD Mr Meng.





