

14.9.2007

## **Bumper PLASA 2007 for Robe**

Robe Lighting absorbed plenty of positive energy at the PLASA 2007 exhibition in London, which proved once again to be busy and buzzing with enthusiasm for its products and ideas.

Robe Lighting absorbed plenty of positive energy at the PLASA 2007 exhibition in London, which proved once again to be busy and buzzing with enthusiasm for its products and ideas.

Robe again hosted its traditional Sunday PLASA party, a great opportunity for distributors, key clients and friends to unite in an evening of fun and social interaction.

Fourteen new products were highlighted, including some important developments in Robe's DT Digital Range.

Brand new products included the Media Hub 5000 DT, Media Server Qube Control for the StageQube 324, three new LED products from the LT range, using the super-bright K2 LEDs, and a new lighting controller - the DMX Control 2048.

The popular AT Series of moving light products - including the ColorSpot and ColorWash 2500E AT, and from the 700 Series, the ColorSpot 700E AT, the ColorWash 700E AT and the ColorWash 750AT Tungsten - were also on display.

Robe took this high profile opportunity to launch a new logo and a fully re-branded look to reflect the current scope and breadth of the company's products, and the increased product range.

Robe's colourful new-look booth this year was designed by Robe UK's Nathan Wan. Situated at the core of the exhibition, its elegant and open design was minimalist and inviting, with a central information counter and projection surfaces above, along the back and around the two side walls. DigitalSpots projected interesting imagery onto a semi-circular gauze above the front edge of the stand that mirrored the shape of circular information counter. This was flanked by two café/discussion areas with a compact bar to the rear.

Either side of the central gauze were two StageQube 324 video walls showing an array of sources stored on Robe's latest version digital media servers, which attracted immense interest.

Anolis's range of architectural LED products were displayed on the right hand side of the booth.

There was massive interest in all the Robe and Anolis products and in Robe in general. Visitors from all over the world arrived at the booth, reinforcing the strength and perception of the brand across all markets.

The stand build was undertaken by leading UK lighting rental company HSL, and co-ordinated by the Robe UK office. Key members of the Robe Show Lighting international sales team attended the four

day event to help deal with the phenomenal amount of visitors. These included major clients, business partners and plenty of new and potential interest.

Robe's General Manager and CEO Josef Valchar says, *"Apart from the great reaction to all the new products, most importantly, the show gave us the chance to say thanks to everyone on our team and from around the world who have worked so hard to keep Robe at the forefront of the show technology industry".*

### **Party**

Robe returned to the Namco Station on London's South Bank for the fourth year, a centrally located downtown venue offering bars, dancing, pool, bowling, dodgems and a vast section of interactive and electronic games to suit all tastes and imaginations.

The Party proved more popular than ever and was one of the 'must go' events of PLASA with over 400 people filling the venue. Guests included many of Robe's international dealers and distributors who revelled until the late hours.









