

23.6.2009

Robe at SHOWTECH 2009

The Robe team attended the biannual SHOWTECH Exhibition in Berlin, staged at the Berlin Exhibition centre in Germany, and showed their latest technology to the strongly TV and theatre orientated visitor demographic.

SHOWTECH has its own unique atmosphere, and is very much geared towards providing the space and time for visitors and exhibitors to discuss products and trends in depth, and show products close-up in a relaxed environment. The booths all tend to be creatively designed, and the exhibition features a strong supporting programme of lectures, seminars, debates and discussion forums. Robe's 84 square metre booth reflected this more meditative vibe and included an integral demo room, in which visitors could really concentrate on examining the products close up in calm surroundings.

The latest ROBIN 300 Plasma Spot was showcased together with the new Digital Series range and the flagship AT Series of moving lights.

The main interest was in the ColorWash 750 AT Tungsten moving light - the perfect luminaire for TV and theatre markets.

The DigitalSpot 3000 and 7000DT also both attracted much attention because of the many spectacular effects and possibilities when used as 'digital lights' - unachievable using any other lightsource.

There was also plenty of excitement about the new ROBIN 300 Plasma Spot, harnessing the incredible power of plasma lamp technology to create a very compact, low-power consumption, high output fixture that is ideal for the theatre, performance and TV applications.

Robe's International business Development Manager Harry von den Stemmen comments, *"SHOWTECH continues to be a platform for theatre segment business in Berlin as well as a gateway for commercial opportunities in Eastern Europe. The current economical situation was reflected by less visitors, but the show still features an impressively high amount of very specialized and highly educated attendees."*

He adds, *"Robe debuted at SHOWTECH in 2003. Then and for the next 2 shows in 2005 and 2007, the brand was represented by its German distributor, LMP. This time, with a growing demand for digital projection, digital lighting and massive public interest in the revolutionary ROBIN series, it was a must for Robe to show its products in a dedicated space. This included the small "Robe theatre" on the booth which was also very popular, and a great space for us to communicate with our potential users and specifiers."*



