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## **Robe ROBIN 300 Plasma Spot Fixture wins SIEL Award**

Robe lighting's new ROBIN 300 Plasma Spot fixture has won one of the coveted Trophées 2009 Siel Satis Awards (Entertainment category) which was presented at the Paris SIEL & Satis Le Radio 2009 entertainment technology trade show in Paris last week. Robe was exhibiting in conjunction with its French distributor Axente.

This follows hot on the heels of winning a PLASA Award for Innovation at the London show in September.

The ROBIN 300 Plasma Spot was one of 59 products nominated for Les Trophées, which was judged by the combination of 11 leading independent industry experts and an online vote by members of the public.

The ROBIN 300 Plasma Spot - also being shown for the first time in France at the exhibition - was chosen for its innovation, and for bringing a new and dynamic dimension in lighting to visual and lighting designers working in all areas of live productions, presentations and entertainment, and for directors of photography in worlds of films, commercials and TV.

Says Robe's Business Development Manager Ingo Dombrowski, "This is a further real affirmation that Robe is on the right track in terms of technical foresight, and is being recognised as an industry leader committed to developing new greener and more sustainable products, offering a wide range of creative options for end-users."

The Robe ROBIN 300 Plasma Spot was the first in a unique and new era of plasma lamp based fixtures from Robe. Features include a perfect colour rendering index of 94, an extremely flat and even light beam (1.3 : 1) and a lifespan of 10,000 hours. All these fantastic features exist thanks to the brand new plasma lamp light source which is now being introduced to the market.

The new Robe ROBIN 300 Plasma Wash is the ideal creative partner for Robe's ROBIN 300 Plasma Spot. Robe's plasma lightsource revolution continues with this latest addition to the new generation of ROBIN fixtures, harnessing the power and sustainability of the LIFI ENT 31-02 plasma source.

Axente enjoyed a very busy show. It is the major industry show in France, and the only one covering the entire supply of goods and services from live entertainment to new media, offering a unique multi-sector market position.

Robe products on the stand included fixtures representing all of the new ROBIN range - the ROBIN 300 Plasma Spot and Washes plus the ROBIN 300E Spot, Wash and Beams. Winning the Trophée boosted what already amounted to an enormous amount of interest in Robe's new technology, and it very soon became the "buzz" product of the entire show.

Robe's ROBIN 300 Plasma Spot and Wash fixtures are fully in production and are being specified and used for numerous different projects worldwide.

The largest quantities of ROBINS to be used on a single show to date have just been specified for the upcoming Miss World 2009 beauty pageant, which will be staged in Johannesburg, South Africa in December.





