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## First Robe ROBIN MMXs Leave the Factory

### Products Involved

#### MMX Spot™

The first of Robe's new ROBIN MMX Spots left the Robe factory in Valašské Meziříčí last week, as production ramps up to meet the high demands and current orders for Robe's new generation of '1200 series' fixtures.

The MMX Spot was previewed at PLASA 2010, launched at Prolight+Sound in Frankfurt in April 2011, and has instantly become a major seller for Robe. It is the first of a line of MMX products, all to be based on the principals of being 'brighter, lighter, smaller' than its predecessors.

Embracing Robe's "Think of the Future Consider Nature" green initiative, dedicated to the development of genuinely innovative technology with a reduced carbon footprint, the MMX Spot consumes 40% less power than the fixtures it supersedes.

It has also been developed to enhance and evoke the imagination with a host of features and functionality.

The powerful output - using the Philips MSR Platinum 35 lamp - helps maximise some unique animating capabilities, created through using combinations of an innovative dual graphics wheel, two rotating gobo wheels and a rotating prism effect.

The superior optics have been specially developed by Robe, and the fixture is also remarkably quiet due to an efficient custom designed cooling system. Other useful features include hot-spot control, fast iris, CMY+CTO, variable frost and other effects. It can be easily customized using the Slot&Lock system. Electronic auto-ranging ballast and power supplies ensure easy global installations for touring and cross rentals.

The MMX is a truly exceptional fixture and Robe has spent time and energy to ensure that it meets everyone's expectations and becomes as fast a seller as the ROBIN 600 LED Wash, which has smashed all the records so far this year!























