

23.9.2004

PLASA 2004

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Dynamic range of products

Lighting fixtures from the full Robe range were in action on the stand, including all the latest product releases – once again demonstrating the great versatility of the brand for all lighting applications. Robe likes to always keep moving with the times and the technology, and new and highlighted products at PLASA 04 included the ColorWash 575 AT, the ColorWash 1200E AT, the two latest Robe ColorMix's – the 550 and the 575, completely new Club&Bar Series of fixtures and a first series of fog and haze machines.

Additionally, Robe introduced its new concept DigitalSpot 2600 DT moving head projector, which aroused intense interest with all visitors to the stand – whether already familiar with the products or not. This invaluable feedback will be used for further product development.

Party Party Party

In addition to Robe Show Lighting being a leading player in the world of moving lights, Robe's distributor exhibition parties are also becoming legendary in the industry.

This year over 250 distributors, industry press and friends from all around the globe joined Robe for an amazing 'flight' on the famous London Eye. This took place just as darkness was falling allowing everyone to enjoy the capital at its most magical before decamping to the nearby Namco Station amusement centre, to continue the long evening of fun drinking, dancing and socializing. The added attraction of a host of amusement arcade games and even a fairground dodgems ride was the icing on the cake And everyone played well into the next morning!

Robe Show Lighting's Josef Valchar comments, *"It was our best PLASA show to date, and I hope all this positive energy is a sign of the market growing in buoyancy and activity for the future".*

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