

2.8.2012

## Robe Gets Connected at Entech

### Products Involved

**LEDBeam 100™**   **ROBIN® Actor 6**   **ROBIN® DLF Wash**   **ROBIN® DLX Spot**

Robe enjoyed a hugely successful Entech Connect Exhibition in Melbourne Australia, where its latest innovative products were showcased on the stand of Australian distributor, The ULA Group.

These included the launch of the exciting new Robe ROBIN DLX and DLF fixtures, to the Australian market.

These world-first high powered RGBW LED Spot and Wash moving heads received great feedback from visitors.

Lighting and visual designers, rental companies and venue operators all appreciated the advantages of LED technology - like low power consumption and on-going running and maintenance costs - without any compromises on the performance and brightness of the fixture.

Also a big hit was the new small, bright, super-lightweight ROBIN 100 LEDBeam, which is already proving a runaway success in many live performance, concert and TV productions. Robe's new ACTOR 6 - a static version of the best-selling ROBIN 600 LEDWash designed specifically for theatre, performance/arts and TV/broadcast applications - also attracted much interest.

The exhibition was staged in Melbourne for the first time, pulling in a plethora of visitors from multiple entertainment industry sectors who journeyed from all over the country.

The ULA booth was by far the busiest stand at the show, with consistent crowds throughout both days.

Robe's CEO Josef Valchar was on hand in person to answer questions and demonstrate the new products.

He comments, "It was great to witness again how strong Robe's representation is in the Australian market, and to talk to customers and users first hand about some of their amazing projects".

He adds that the feedback received is extremely valuable and will helping to shape Robe's future product development.

ULA's Managing Director Cuono Biviano comments: "Entech Connect was a real success. We delivered innovative new market leading technologies from our major supply partners, saw our key clients and met new industry professionals. It is also good to see that our industry is strong and growing".





