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Robe Enjoys Excellent LDI 2012

Products Involved

LEDBeam 100™ MMX WashBeam™ ROBIN® Actor 12 ROBIN® Actor 3

ROBIN® Actor 6 ROBIN® DLF Wash ROBIN® DLS Profile ROBIN® DLX Spot

Robe lighting went to the LDI 2012 exhibition in Las Vegas with a completely new booth design and six new products showing for the first time in the US, confirming its position as a market leader in bringing new technology on-stream.

All the new ROBIN Series products – the award winning DLF Wash, DLX Spot, DLS Profile, MMX WashBeam, the LEDBeam 100 and the Actor range – are based on Robe's 'Think of the Future Consider Nature' philosophy of producing smaller, lighter, brighter and genuinely more eco-friendly products.

The new booth design by Nathan Wan from Robe UK featured a contemporary reception and lounge / chill area illuminated by the latest Anolis architectural LED products including the innovative ArcDot.

ArcDot displays were modelled into two stylish interactive coffee tables – which received several offers to purchase!

Behind this was the LightLab – an exhibition concept developed by Robe to showcase all the new products with active demos running throughout the day.

The Robe US team were joined by key members of the Robe international team including CEO Josef Valchar.

Robe's Latin America Regional Sales Manager Guillermo Traverso was there and on fine form, reflecting the strong presence of South and Central American visitors to the show.

Boris Krylov, Regional Sales Manager for Russia and the CIS states, took care of the notable amount of Russian speaking visitors to the stand.

The booth was constantly busy throughout the show, with plenty of interest in all the products and in particular the LEDBeam 100, the DLX Spot and the MMX WashBeam.

The back section of the LightLab featured an awesome LEDBeam 100 'wall of death' which really spectacularly drew all eyes to the product and what it can do. People were hugely impressed by its lightning speed, brightness and 'handbag size' dimensions.

Additional LDI-related activities for Robe this year included a special dinner attended by a selection of lighting designers, who networked with Robe staff and discussed potential future product developments that could further fuel their creativity and style!

Robe Inc. CEO Harry von den Stemmen states, “The show was a great success without any doubt! We had a crazy busy first day and an excellent second day. The visitor quality was consistently high”.

The booth had a great vibe and was filled with a lively mix of lighting professionals, students, LDs and production managers with specific projects wanting to discuss their options with Robe …. and people who’d heard about the newest ranges like the DL, LEDBeam 100, etc. and wanted to see the products in action first hand.

All of this reflects the very strong growth in business generally for Robe in the US over the last 12 months.

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