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Robe LEDBeam 100s in the Driving Seat for VW Golf 7 in Serbia

Products Involved

LEDBeam 100™

The National Driving Academy (NAVAK) just outside Belgrade was the venue for a four day Serbian VW dealer's event which focussed on the Golf Mk7 Series. Robe's LEDBeam 100s were certainly in the driving seat as far as lighting the main presentation was concerned.

This was designed by Event Producer Aleksandar Kukanjac, with equipment - lighting, LED screen and PA system - supplied by the leading Serbian entertainment technology specialist, Studio Berar Projekt.

The event, attended by around 300 people in total divided into three groups per day, was staged in 'The Balloon' - a stylish tented structure that is permanently installed at NAVAK and used as a multi-purpose event space.

The 24 LEDBeam 100s were positioned on the floor and either side of the LED screen. They were rigged to the Balloon's integral trusses and positioned around its sides, used to enhance the atmosphere and make it attractive, inviting and special - just like the VW Golf Mk 7.

LEDBeams were chosen for their incredible brightness and also for their light weight as there is only limited loading on The Balloon's internal trusses. At 4Kgs per unit, this was not an issue at all.

LD Goran Kravic likes their very fast movement and additional accessories like the 40 degree frost filter, effectively turning the fixture into a wash light, which was extremely useful for covering the sides of the Balloon in different colours.

Says Goran, "They can be fitted just about anywhere, are very easy to transport and consume so little power! A truly multi-purpose fixture that's great for just about any installation".

The VW Golf Mk7 promotion comprised the presentation in the Balloon and was then followed by test driving around the NAVAK circuit.

This was the first time LEDBeam100s have been used at the NAVAK.

Fifty units were purchased by Studio Berar's rental division two months ago initially for a show by The Prodigy, and since then they have been in constant use as the company's LDs clamour to use them on their various projects!



