

18.7.2012

LED IT Beam Singapore Roadshow

Products Involved

LEDBeam 100™ LEDForce Par 18™ RGBW LEDWash 1200™ LEDWash 300™ LEDWash 600™

MMX Spot™ ROBIN® Actor 6 ROBIN® DLF Wash ROBIN® DLX Spot

Robe South East Asia (SEA) and Singapore distributor Lighting & Sound Distribution (LSD) combined forces to stage a hugely successful two day roadshow - titled "LED It Beam" - in the Pavilion Room at the Shangri-La Hotel, Singapore.

Louis Teo, Regional Sales Manager from Robe SEA and Brenda Keung, Sales Manager from LSD and their teams were joined by Radim Žlebek from Robe. Locally based TSB Productions helped with crew and building a ground supported truss structure for the presentation.

Highlighted products included all the new ROBIN LED fixtures - the ROBIN DLX, and DLF, the LEDWash 300, 600 and 1200 series', the Actor 6, the MMX Spot and the funky new hand-bag sized LEDBeam 100.

The event format started off with an introduction to Robe and was followed by a comprehensive demonstration of all the latest ROBIN LED products and the MMX Spot.

After this, there was a detailed examination of the MMX Spot and explanations of how its advanced features - like the dual graphics wheels - work.

Next was a general Q&A session and then a Happy Hour which segued into a networking and socialising, together with individual fixture demonstrations on demand.

Both days of the Roadshow were extremely well attended. Guests represented a diversity of sectors - rental and events companies, retailers, system integrators, venue lighting operators and programmers, lighting designers and club owners and managers.

All products attracted plenty of attention, but what was catching people's eyes the most were the ROBIN 100 LEDBeam, the ROBIN 600 and 1200 LEDWash, the DLX and MMX Spots and the Actor 6. People were particularly impressed with the range of colours, the smoothness of Robe's colour mixing systems and the range of 'proper' colour temperature whites available.

They also interested in the brand's 'green credentials' in a world where making your event or venue more sustainable in any way possible is becoming more of a requirement.

Most rental companies are also faced with power restrictions in venues, so fixtures with lower power consumption are a great bonus and increase their potential creativity.

After the last day of the Roadshow, guests were invited to drinks and dinner at The Pump Room, which features a recent install of Robe's fabulous new LEDBeam 100s together with LEDForce 18 RGBW 'PAR'

cans.

Louis Teo comments, "Guests could focus on our new ROBIN range in a relaxed and unhurried atmosphere. They were able to gain more knowledge of the technology and also learn about the company's strategies for the future".

He added that many guests commented that they preferred a roadshow to an exhibition environment as they could receive more personal attention and spend more time understanding the products and getting more of an in-depth overview.

"It's definitely something we will definitely be doing annually" he concludes.









