

26.10.2012

Robe Rocks in Nigeria

Products Involved

ColorWash 2500E AT™ LEDBeam 100™ MMX Spot™

Solution Media and InfoTech Ltd, a high-tech multimedia company specialising in sound, stages, laser multimedia, lighting, tent and digital print in Nigeria, recently staged an evening of live entertainment to demonstrate the power and versatility of the latest Robe technology along with other brands in their inventory.

Five hundred guests relaxed and enjoyed their favourite songs at the “Memoirs and Wine”, event including performances by two bands; Soda Pop from the Philippines and the Flame band from Kenya at the Federal Palace hotel in Lagos.

The event was co-ordinated by the CEO of Solution media, Prince Adeyanju Lipede and Executive director, Prince Adeyeloje Lipede, together with the staff, plus Robe’s Middle East Sales manager, Elie Battah who comments “ It was really an excellent way of getting a good targeted audience in-front of the equipment and been able to show it off for real in situ”.

The Robe moving lights fixtures used in the rig included, ROBIN LEDBeam 100s of which Solution Media is a proud owner of 84 pieces, recently acquired from ROBE, together with MMX Spots and ColorSpot Wash 2500E ATs.

Solution Media also provided a kicking sound system, LED Screens and IMAG video systems as well as an animated backdrop and various atmospheric effects to create that ‘world class event’ ambience.

The specially invited guests consisted of visual and show designers, event planners, brand managers and ambassadors, media managers of telecommunication and oil companies together with film and TV stars who added extra glamour and of course the press! Collectively, they represented a broad cross section of professionals’ entertainment, event and market sectors.

All the Robe products displayed attracted a lot of interest, however the powerful and literally pocket-sized LEDBeam 100 stole the limelight! People were blown-away with its tiny size, incredible intensity, speed, power and light weight of just 4Kgs.

The MMX Spot was also a winner, with its dual graphics wheel among other features making it highly flexible together with the brightness and compact size. Robe’s commitment to

producing genuinely less power hungry fixtures is an asset in Nigeria, all helping to create a greener footprint.

Battah comments, "With the ozone depletion and destruction of the eco system advancing so rapidly, Robe's green commitment is critical to its future business strategies". He feels that customers are definitely becoming more environmentally conscious and aware of the things they can do to help make a difference.

At the end the Memoirs and Wine show, the Solution Media management team gave a short speech, followed by Battah, who offered an overview of Robe and the company's activities, aims and ambitions.

The event was a brilliant success, not just in terms of product exposure in a proper concert / on-stage scenario, but also as a networking and cross-communication opportunity and a thoroughly enjoyable social occasion. "We received nothing but positive feedback," says Battah.

In specific locations and emerging markets, this model is an ideal way to acquaint people with Robe's products and its possibilities.





