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# Robe Makes A Pointe At Successful Sound:Check Xpo

## Products Involved

**LEDBeam 100™**   **LEDWash 1200™**   **LEDWash 600™**   **MMX Spot™**

**ROBIN® 300E Beam**

Robe lighting showed a variety of its latest technology - including the brand new Pointe luminaire launched two weeks earlier at Prolight+Sound - on the booth of Mexican distributor Vari Internacional during the 2013 Sound:check Xpo in Mexico City.

The Expo, the premier entertainment technology trade show in Mexico, focused on the latest innovations in the audio, video, lighting and musical instruments industry ... and Vari's stand was the biggest of the fair!

Robe's luminaires were rigged on a "truss wall" with a white background over-printed with several Robe logos which were dramatically highlighted using effects from the lights. This was a massive attraction to visitors as the structure stood out wherever people were standing in the exhibition.

Apart from The Pointe, other featured Robe products - all from the ROBIN Series - included MMX Spots, LEDBeam 100s, LEDWash 600 and 1200s and 300E Beams.

Reaction to the Pointe was incredible.

Engineer Juan Francisco Álvarez Martínez, Vari's Live Sound and Lighting Sales Director, commented: "All the clients that visited us made the same comment - that the Pointe is a really excellent fixture".

Guillermo Traverso, Robe's Regional Sales Manager for Latin America adds, " After three days of non-stop demos of The Pointe, we are really confident that potential customers understand the abilities of this truly unique luminaire".

The Pointe is a small, very bright, multi-functional fixture which can be used as a beam, spot, wash or effects unit - with both static and rotating gobo wheels, two prisms, variable zoom when in Beam and Spot modes plus a host of other features.

Says Robe's CEO Josef Valchar, "Vari's stand, its size and the quantity of visitors was really impressive and I'm very happy to have such a large distributor, who is very responsible with such well-trained staff. We are looking forward to a great long term working relationship with Vari".

Harry von den Stemmen, Robe's Sales Director, adds, "The show starting on Sunday this year brought a better distribution of visitors and we noticed generally that working with Vari, we are developing some very stable and fertile relationships. Over the last two years, the company has started to establish our brand in the local market. With constant demonstrations and well-defined targeting of clients, we are getting some great results".

#### La Diosa de la Cumbia

On the final day, Robe and Vari presented Colombian artist Margarita la Diosa de la Cumbia - the Goddess of Cumbia - who gave autographs and had pictures taken with visitors packing the stand.

Margarita is currently on tour with a lighting rig that includes Robe MMX Spots and ROBIN LEDWash 1200s, designed by LD José Alfredo Rojas.

Her manager Alejandro Benitez states, "The lights are working perfectly and in fact we now have mostly Robes in our set-up. Our show has always been very colourful and these moving lights help achieve the effects we want. We're very happy with their reliability and performance".









