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Robe Showcases Newest Technology at AES Brazil Expo

Products Involved

MiniMe® MMX WashBeam™ Pointe®

Robe participated with local distributor Newart at the 17th Brazilian exhibition and conference organised by the AES (Audio Engineering Society) in Sao Paulo, taking the opportunity to highlight its latest innovative new products, including the ROBIN Pointe, the MiniMe and the MMX WashBeam.

Attracting lighting, sound and video professionals from Latin America and the US, AES Brazil Expo registered a 10% growth in visitor numbers. AES Brazil President Armando Baldassarra stated, "More and more international launches are happening in Brazil which continues to raise the profile of AES".

Robe and Newart were part of that trend!

On the stand, the brand new ROBIN Pointe and MiniMe fixtures were shown in Brazil for the first time, making a big impact on visitors who wanted to see them in action and asked for personalised demonstrations continually throughout the show.

Newart CEO Francisco Pinheiro commented, "This was our first year at AES as exhibitors, and despite the current challenges of the market, the number of visitors was much higher than we expected".

The Brazilian launch of the ROBIN Pointe and the MiniMe made these fixtures the stars of the show alongside the MMX WashBeam.

"Clients were impressed by their performance and many have already showed an interest in purchasing," adds Francisco.

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.

The MiniMe is an effects lighting luminaire with the addition of full video output. This small, neat, fast effects lighting moving fixture is LED driven with a 20,000 hour lifetime lightsource. Colours, gobos and beam shapes are all digitally generated by the on-board micro media server. Custom artwork, still photographs and video content can also be simply uploaded and projected, whilst live video can be streamed through the HDMI input.

Referencing the show's profile which is more characteristically related to audio, Robe's Regional Sales Manager for Latin America, Guillermo Traverso says, "For the last two years, many colleagues have asked me to do a presentation to audio engineers illustrating the measures manufacturers are taking to ensure that luminaires used in theatres and TV studios are increasingly silent".

"That's how we arrived at this expo for the first time in Brazil... I have really enjoyed the talk and the experience of being at the exhibition which has allowed me to make new friends", added Guillermo, who carried out several private demonstrations to engineers visiting the stand.





