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## Robe at ENTECH 2006

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The action-packed event saw huge interest in the new Robe products – specially the digital DT range and the StageBanner series, and in Robe's Anolis brand range of entertainment-orientated LED products.

ULA's MD Con Biviano enthuses, *"We've saw massive interest from everyone in all the new products, plus the current range."* He continues, *"All the key industry players were at the show - leading lighting designers, directors, programmers, operators and production companies. It's been 'the-place-to-be' so far in 2006 for the lighting industry".*

ULA's 4 zone booth was certainly also the most eye-catching of the exhibition with all the Robe product integrated into the stand design.

In the Professional Products Zone ULA highlighted Robe's strong profile in the Australasian market, with the full range of fixtures on show.

New products included an updated version of the ColorSpot 1200E AT, featuring a new optical system boosting the already considerable light output and the most sophisticated theatrical dimming system yet seen in a moving light. Also new was the Robe ColorWash 575AT Zoom, a linear zoom version of the popular ColorWash 575AT.

Robe's MD Josef Valchar, International Sales Manager Harry von den Stemmen, and SEA regional Sales Manager Louis Teo were all on hand at the ULA booth, working with the ULA team, meeting key clients, and presenting the product range. Valchar states, *"It's great for us to see Robe and ULA's strong presence in Australia. Interest in the LED products has been excellent, and feedback from Australian customers about the DigitalSpot 5000DT is very valuable."*

ULA introduced the Robe's revolutionary new DigitalSpot 5000 DT - a 5000 ANSI Lumen digital moving head projector - to Australia. Along with Robe's MediaHub, this is part of a new range of products geared towards the growing 'convergence' between the mediums of lighting and video. Other related media type Robe products attracting attention at ENTECH were the new StageBanners – the StageBanner 10AT and MediaSpinner 50AT.

Robe's LED technologies also featured prominently on the ULA booth – in both professional and Architectural zones of the stand. The latter included the full range of Anolis LED strips and downlighters and a preview of the new soon-available 1 Watt single color in-ground Anolis fixture.

"Industry Night", the ULA Dealer Awards Night - held jointly with Group Technologies - on the ENTECH Monday, proved one of the most memorable and enjoyable evenings of the exhibition. Held at the Wallaby Bar in the Darling Harbor the event was attended by over 100 leading industry personalities and press.

For more press information on ROBE please contact marketing department on e-mail: [marketing@robe.cz](mailto:marketing@robe.cz).





