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# **Around 800 Robe Fixtures at IAA 2015 Frankfurt**

## **Products Involved**

**LEDWash 800™**   **Pointe®**

Around 800 x Robe LEDWash 800s and at least 70 x Pointes were in action on the BMW and Volkswagen stands at the 66th International Motor Show (IAA) staged at Frankfurt Messe in October 2015.

Creative agency RGB GmbH designed the stand and lighting concept for Volkswagen AG. It featured around 650 x LEDWash 800s and 70 Pointes among other moving lights on the rig, and the brief was to keep the brightness levels really high, with around 15,000 lux on the cars. The fixtures were supplied by a combination of rental companies including Lleyendecker and Prefocus.

The BMW stand occupied all of Hall 11 at the Messe exhibition centre, a vast space of around 15,000 square metres. The stand included a complete road built for the event, along with a 500 square metre presentation stage, and 130x LEDWash 800s were lighting one of the stand's main features, a spiral ramp running around the new 7 Series car. Lighting designer for the booth was Martin Kuhn and the various lighting equipment was supplied by Lleyendecker and PRG.

There were also some Robe DL series luminaires and BMFLs illuminating the Smart car booth. Robe's LEDWash 800 was designed specifically with the demands of the auto-show market and TV studio environments in mind.

Featuring super-bright 15W RGBW LED multichips it takes Robe's patented smooth zoom and seamless, even output technology a step further. A removable beam shaper module with motorized rotation is extremely useful, together with the wide zoom going from 8 to 63 degrees. The luminaire is also available in a costume white finish.







