

21.8.2002

## **Robe at PLASA 2002**

Robe, the prolific moving light manufacturer from the Czech Republic, exhibits at PLASA for the first time, taking the opportunity to launch a completely new line of products.

Robe, the prolific moving light manufacturer from the Czech Republic, exhibits at PLASA for the first time, taking the opportunity to launch a completely new line of products. Robe will be sharing Stand K19, with it's new UK distributors Coe-tech.

Robe is already familiar to owners and users of several well known moving light brands – for which it's been a long-term OEM manufacturer. These include Movitec, Futurelight, TAS, Elation, Sagitter and others. Robe is using the international forum of PLASA to launch itself as a direct sales operation.

The company believes in constant development and progression on the product front, and launches it's new AT Series (Advanced Technology Series) at PLASA – initially with four models, with more to follow later in the year.

The Robe AT Series of luminaires is based on the concept of "Thinking In Colour". The products have been carefully evolved to offer lighting designers the widest possible choice and the most flexibility for their lighting schemes – be they in theatres, clubs, bars, restaurants or architectural installations.

The first in the new Robe AT Series are:

- 1) ColorSpot 170 AT. This follows on from where the popular Color Spot 160 XT left off. The product is designed for multiple applications, and is ideal for architecturally lighting bars, restaurants, shops, product launches and events, retail environments and for use as an image projector for advertising. The Color Spot 170 offers many more features than it's predecessor, including a new rotating gobo wheel, a new colour wheel, remote focus facility, a special colour and gobo changing system, remote lamp on/off and very fast movement. Onboard master/slave programming enables 300 scenes to be stored in the onboard memory – ideal for stand-alone operation scenarios.
- 2) The ColorMix 250 AT. This is a static colour changer with a fresnel lens, CMY colour mixing plus additional colour wheel with six dichroic colours and open, beam shaper, frost filter, dimmer shutter and an optional barn door fitting for the front. The fixture can be floor standing or wall/ceiling mounted and offers the same functionality needed as Robe's 250 Wash moving head. The Color Mix 250 is aimed at theatres, TV studios, stage lighting and interior and exterior architectural lighting.

3) ColorMix 150 AT wash is a PC washlight. It's colour wheel offers 11 dichroic slots plus open, and it has a dimmer shutter. It uses a 150 Watt CDM lightsource from Phillips which is mega bright. It's a static luminaire and can be either floor or ceiling mounted.

4) ColorMix 150 AT profile is the profile version of the Color Changer 150 AT, with all the same features plus an additional effect wheel offering gobos, beam reducers and another colour slots for mixing with filters on colour wheel.

The AT range is diverse and varied, thought-out from the outset as a whole family of fixtures, enabling designers and operators to 'mix-and-match' fixtures accordingly – without breaking the budget!

Robe has an long reputation for producing, robust, reliable well engineered products. Its factory, based in Roznov, in the North East of the Czech Republic, employs 200 people and utilises the latest computer aided machinery.

Robe has chosen PLASA to launch itself as a direct sales operator into the international market because of the show's high profile. *"It's THE leading international trade show"* comments Robe's Josef Valchar *"Everyone comes to PLASA to meet, view the latest technology and to do business"*.

The deal with Coe-tech is seen as instrumental to establishing the Robe brand at the forefront of the professional European lighting market.

For more press info on Robe, please call Louise Stickland on 44 (0)1865 202679, 44 (0)7831 329888 or E-mail: [louise@loosplat.com](mailto:louise@loosplat.com).