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Robe Presents New Website

Capturing the spirit and positive vibes of 2021 – a year full of great hopes and expectations – moving and LED lighting manufacturer Robe reveals a brand-new website, at www.robe.cz with a fresh contemporary look that is action-packed with useful information and resources for all.

Robe.cz is an essential resource for all-things Robe, designed for speed, convenience, and ease of viewing, optimised for use with mobile devices which is a must for an industry of busy and smart individuals who are constantly on-the-go.

Faster access to a greater amount of product-related information is a cornerstone of the new architecture.

The site is curated to offer a lively mix of interesting data and multiple layers of technical depth for those needing to drill down further into the complexities of products and Robe's use of ground-breaking technologies.

Users can identify and source the information that is relevant to them quickly and efficiently wherever they happen to be – office, home, on site, one the move, etc.

An 'Innovation' section will highlight Robe's constant development and interest in harnessing new, emerging and more sustainable technologies, and how this will potentially shape future products and impact the lighting industry generally and the application of light in multiple environments.

Reflecting the imagination and joie de vivre of the entertainment and performance community, new sections like 'Spot On' will feature dynamic original content.

Things like popular product infomercial video series 'The Shed' and 'Robe On Location' – where industry characters, movers, and shakers from around the world discuss their stories, experiences, and a diversity of other topics – will be featured in Spot On.

The 'News' section will continue to bring relevant and up-to-the-minute news, views, creativity, invention, and project showcases from Robe users around the world, capturing the moments and snapshots that matter.

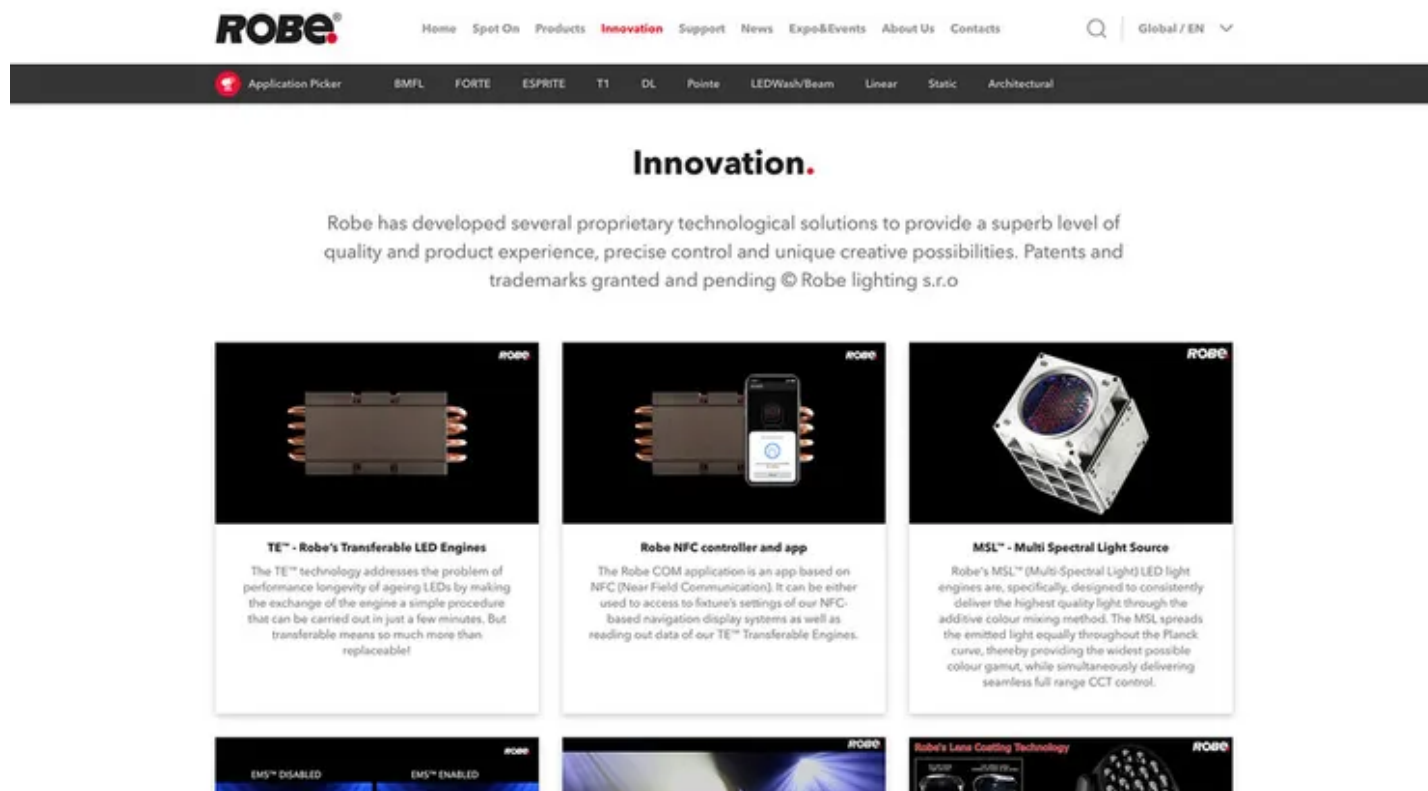
Robe.cz as the hub of Robe's global operation and public engagement provides a wealth of information about the company, its history, philosophy, products, and services as well as direct contact for inquiries straight to the relevant department.

Regional variants of the website, e.g. for Germany, France, etc. will be supported by Robe's subsidiaries, complete with translations, and these will additionally carry dedicated content and further helpful information refined and developed specifically for these markets.

Robe s.r.o.'s digital marketing manager Julian von den Stemmen comments, "We are delighted to have utilised time during the current pandemic situation to develop and launch this new website, vastly enhancing the mobile experience and adding fresh zest and functionality to an already proven design.

"It is all part of enabling us and our subsidiaries to think globally and act locally ... quickly and efficiently."

The new website has been co-ordinated to coincide with the launch of a series of outstanding new products from Robe that are being revealed throughout the first half of 2021.




The screenshot shows the Robe website's 'Innovation' section. At the top is the Robe logo and a navigation menu with links: Home, Spot On, Products, Innovation (highlighted), Support, News, Expo&Events, About Us, and Contacts. Below the navigation bar is a dark header with icons and labels for various product lines: Application Picker, BMFL, FORTE, ESPRITE, T1, DL, Pointe, LED Wash/Beam, Linear, Static, and Architectural. The main heading is 'Innovation.' followed by a paragraph: 'Robe has developed several proprietary technological solutions to provide a superb level of quality and product experience, precise control and unique creative possibilities. Patents and trademarks granted and pending © Robe lighting s.r.o'.

Below this text are six featured technology cards:

- TE™ - Robe's Transferable LED Engines**: The TE™ technology addresses the problem of performance longevity of ageing LEDs by making the exchange of the engine a simple procedure that can be carried out in just a few minutes. But transferable means so much more than replaceable!
- Robe NFC controller and app**: The Robe COM application is an app based on NFC (Near Field Communication). It can be either used to access to fixture's settings of our NFC-based navigation display systems as well as reading out data of our TE™ Transferable Engines.
- MSL™ - Multi Spectral Light Source**: Robe's MSL™ (Multi-Spectral Light) LED light engines are, specifically, designed to consistently deliver the highest quality light through the additive colour mixing method. The MSL spreads the emitted light equally throughout the Planck curve, thereby providing the widest possible colour gamut, while simultaneously delivering seamless full range CCT control.
- EMS™ DISABLED / EMS™ ENABLED**: A comparison of light output between disabled and enabled EMS technology.
- Robe's Lens Coating Technology**: A close-up of a lens with a specialized coating.


Robe On Location.

Robe connects with live entertainment industry people, personalities, influencers and trend-setters from around the world ... talking about projects, opinions, experiences, inspirations and topics of interest from a cool location somewhere on our crazy planet ...




On Location 8 - James Dacre at Royal & Derngate in Northampton, UK

We caught up with the incredibly busy James Dacre - artistic director of the Northampton Royal & Derngate Theatre in the UK. He gives the low down on "Made in Northampton"; the importance of theatre in the community; and the technical and creative skills that are vital to keeping the sector fresh, dynamic, and evolving!



On Location 7 - Christopher Bauder in Lichtenberg, east Berlin, Germany

Christopher Bauder of WhiteVOID and Kinetic Lights is a world-renowned light artist and inventor, known for his ground-breaking creations like SKALAR and Apologue. We caught up with him in Lichtenberg, east Berlin and chatted about his work and "Dark Matter" and exciting new exhibition and light art gallery space which is opening early in 2021!



On Location 6 - Haydn Cruickshank at Teesside Autodrome

Vroom Vroom!!!! We chased British Pro Drift Championship racer Haydn "H" Cruickshank all the way to Teesside Autodrome in the UK ... and chatted about the art of drifting and the science of his amazing drift supercar (H also owns one of the UK's most successful lighting and visuals rental companies, Colour Sound Experiment).



Forte means Excellence, Speciality, Strength. Our FORTE™ certainly lives up to its name! Producing a blistering 50.000 lumens of high quality performance light, combined with the ability to maintain light quality from the revolutionary

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