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Robe at PLASA - Preview News Release

Robe looks forward to the buzz and energy of another PLASA expo at Olympia, London, 3rd – 5th September, where it will be launching three fantastic new products and debuting a brand-new live performance concept on stands A70 & C28. Designed to create drama, excitement and anticipation, visitors will be drawn to the booths by Robe putting a real live production at the heart of the event.

Robe's partner companies Anolis and Artistic Licence will be on adjacent stands and this area of the show floor will be a lively and interactive 'takeover' space where all are welcome to enjoy the tech, innovation, drama, and great vibes!

Products Launched

iFORTE® LTX WB is currently the brightest fixture on the market and an ultimate long throw LED wash beam for all environments, developed for stadium shows, concerts and all events and spectaculars where serious intensity is needed over massive distances.

Powered by Robe's internally designed, developed, patented, and manufactured iSE-TE™ 1000W XP (Xtra Performance) IP65-rated White LED TRANSFERABLE ENGINE, this produces an incredible, industry-leading 335.000 Lux at 5 metres!

Robe's powerful data-capturing TRANSFERABLE ENGINE technology offers all the advantages of field exchange, cost-effective replacement, plus the ability to keep up with LED development to ensure an exceptionally long fixture life. With typical lumen maintenance of L70\B50 50.000 hours, the 4-year 20.000-hour warranty gives peace of mind, whatever the weather.

The iFORTE LTX WB can create an imposing visual statement with its beautiful solid beam and 245 mm front lens.

Innovative optics help attain outstanding WashBeam functionality! The luminaire also contains three zoom modes: Standard Optical Mode for the widest 3.5° - 55°coverage; a Follow Spot Mode of 2°-55° and Long Throw Follow Spot Mode producing an ultra-tight 0.8 – 2° to deliver tight, crisp beams without any intensity loss over long distances.

FORTE Fresnel and FORTE PC

Robe's FORTE® Fresnel and PC washes also utilise the brand's revolutionary TRANSFERABLE ENGINE technology and this maintains super bright light quality over time, combined with an innovation-packed high-output wash luminaire.

Both products deliver powerful, intense washes without losing any theatrical subtlety or control, featuring either the classically soft fresnel beam or the slightly more defined PC beam, they are great for any performance space and application.

The wide-ranging zoom from 6°- 61°(Fresnel) and 5.5°- 62° (PC) offers complete even coverage making the FORTE® Fresnel comparable to a traditional 2.5 KW fresnel luminaire.

The new Robe TE™ 1.000W XP (Xtra Performance) White 6.700 K LED Transferable Engine generates an incredible 90.200 lumens to ensure high output for those BIG bold statement washes. Both models output over 41.000 lumens from the front of the fixture, offering amazing power and exceptional beam quality.

These revolutionary self-referencing, data-capturing engines are easily changed within five minutes, and are designed, manufactured (and patented) by Robe. The L70/B50 ratings of 50.000 hours and a 4-Year, 20.000-hour warranty assure longevity and continuity.

The CMY colour mixing system provides buttery smooth colour transitions from the subtlest pastels to the strongest saturates, continuing Robe's reputation for exceptional colour mixing. Two colour wheels, CRI 80 and 90 filters, plus a variable CTO from 3.000 - 6.700 K ensure there is a full range of colour finesse.

The FORTE® Fresnel has unsurpassed levels of beam control, including medium and light frosts; RotaScrim™ a graduated filter system with position control, +/- 180° rotation and edge colour correction; and the rapid 4Door™ internal barndoor system for accurate individual blade control and +/- 90° module rotation.

This gives maximum flexibility compared to most other large fresnel luminaires.

"The Power of Imagination"

This is the first show in a trilogy of new Robe expo productions, aptly named to evoke a sense of the unexpected!

It will comprise three talented performers and a story devised by Robe's creative team to excite and enthral visitors with a mind-boggling lightshow utilising all Robe's newest technologies. This will be running five times a day for the first two show days and four on the final day.

The lightshow also highlights more of Robe's moving light and LED technologies including iPAINTES, iESPRITES, T1 Profile FSs, T11 Profiles, PCs and Fresnels, LEDBeam 350s, Tetra2s and TetraXs, Spikie+s, iBeam350s, iSpiiders, the ingenious FOOTSIE and the ever-popular RoboSpot remote follow system.

Surprises

And ... as always with Robe, there will be one or two great looking surprise products on the stand – seen for the first time only at PLASA 2023!

Anolis

Robe's architectural and LED lighting brand Anolis has its own space on Stand C28 and Anolis will highlight its new CalummaTM, AmbianeTM and EminereTM product ranges.

Calumma M & S fixtures are now available with asymmetric optics specifically designed for street, road, and pathway use, where unwanted glare reduction and efficiency are paramount. The unit is engineered for pole mounted applications that optimise pole spacings and enhance sustainability.

The Ambiane SP range has been expanded with an adjustable version of the downlight and a new pendant version which offer the same key features - homogenous light output, power balancing, 18-bit dimming and TV friendly green +/- control. Currently these are available in Pure White, Tuneable White, RGBW and Tungsten Dim formats.

The Ambiane SP16 pendant remote – currently the smallest of the range – will also be on the stand demo – offering an efficient, powerful, and high-quality solution for lower ceiling applications.

There will be one of every fixture in the Eminere range including the ingrounds.

Artistic Licence

Part of the Robe group, Artistic Licence will be on Stand C28 showing a selection of its omnipresent lighting control technology products popular across the entertainment industry and a favourite for systems integrators and installers. As the originators of Art-Net, the company produces an assortment

of inventive gateways, splitters, switches, protocol converters and other related networking and test products and solutions.

Atmosphere engineers and experts MDG are also located on Stand C28 and will be showcasing their current range of haze and fog generators including ATMe, ATMe WPE, Me2, Me8, theFAN and Ice Fog Q, and the Robe live show will feature theONE and Ice Fog Q in action.