

7.11.2011

## Robe on The A-Team

### Products Involved

#### MMX Spot™

Leading Hong Kong based lighting rental company A-Team Plus has become the first operation in greater China to invest in Robe's new ROBIN MMX Spot moving lights.

This follows on from also being the first company in the region to purchase Robe's amazing ROBIN 600 LEDWash fixtures at the start of the year, where their first show was the highly anticipated 2011 Hong Kong Fashion Week.

Internationally renowned lighting designer and technical director Troy Daniel had initially been reluctant to use any LED fixtures on the HKFW show at Hong Kong Convention and Exhibition Centre's Grand Hall. However when he saw Robe's LEDWash 600 in action for the first time he was blown away! Ever since, if anyone tries to turn him on to another type of LED wash moving head, his immediate reaction has been "Let's get serious, nothing beats Robe's ROBIN 600 LEDWash".

Fellow Australian and now Hong Kong based Luke Hall, who is production manager and lighting designer for Untitled Entertainment Asia, one of the A Team's top partners, thinks the same. Says Hall, "Our company prides itself on - where possible - using the latest green entertainment technology products, and we have chosen A-Team Plus to supply equipment for many of our shows as they can offer Robe's LEDWash 600 and now also the ROBIN MMX spot".

Hall has recently used ROBIN MMX Spots - the next generation 1200 series moving light fixture - on several shows in Hong Kong, including a sold out KITEC for UK dance/punk band Friendly Fires, and also for local Hong Kong metal band 'DP' for their album launch at the XXX Gallery. All members of the respective bands, their crew and the audiences alike were hugely impressed with the brilliant performance and sheer brightness of the brand new MMX.

Hall predicts enthusiastically that the ROBIN LED Wash 600 and the MMX Spot will continue to have a "Huge impact" on shows and events in Hong Kong in particular, where the latest and most innovative production technologies are often rare to find. "That's why we at Untitled Entertainment have been so keen to stick with production partners like A-team Plus, and I have always encouraged them to stay on top of the market in terms of technology".

Hall goes on to say that the MMX's performance is "Phenomenal".

While the fixture's compact size and high brightness is one thing, the optical performance is in a league of its own, with variable control over the two animation wheels and remote control of the 'hot

spot'. "Using these lights really does take our shows in Hong Kong to an entirely new and creatively exciting level". A-Team Plus's Managing Director and sole proprietor Ray Mok adds that their choice to change from their existing brand of moving light inventory from the past to now offering Robe moving lights was made after careful consideration.

Having the best levels of after sales support was high on the agenda, and Robe's Hong Kong, Macau & Chinese distributor Leafun helped swing the decision with "First class service and support at all times," explains Mok.

Mok first saw the MMX Spot in action on the Robe stand at Pro Light+Sound 2011 in Frankfurt, where it was one of a raft of newly launched products. "While certain market influences in Hong Kong seemed to be confused as to which way to go ... it was a crystal clear choice for us," he says. With property and warehouse floor space at a premium, they needed to continue the plan started earlier in the year, which involved replacing all the older, heavier and more expensive to maintain discharge wash fixtures with the ROBIN LED Wash 600".

The choice was just as easy with the MMX! "The power to weight ratio beats anything else on the market and the fixture really speaks for itself. It is the new profile fixture that I want for the company," Mok concludes.

A-Team Plus is confident in its decision to invest in Robe over the last 12 months, and looks forward to extending the range and numbers of fixtures in the near future.

DP Photo Credit: Michelle Rocha Friendly Fires Photo Credit: Kelly Wong





