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Showgroup Invests in Robe

Products Involved

LEDWash 300™

Showgroup, a single source events, technical and creative production company based in Randburg, Johannesburg, South Africa, has recently invested in Robe ROBIN 300 LEDWash moving lights, supplied by Robe's South African distributor, DWR.

This is their first Robe purchase, and was made to help service a busy ongoing work schedule, which is primarily focussed in the corporate world, where Showgroup is known for creating and delivering imaginative shows and presentations with high quality production values.

They chose the ROBIN LEDWash 300 because it was a compact and sleek looking fixture with a host of useful features like the excellent optics, amazing brightness and 15 - 60 degree zoom.

Apart from that, Robe represented an "Outstanding" value for money explains Greg Thomson, Showgroup's Managing Director. He adds that the facts that Robe is recognised as a leading moving light brand worldwide and also reckoned to be one of the most reliable were also important in their choice. "We only buy equipment that will perform in the demanding circumstances and environments in which we work".

At Showgroup, considerable emphasis is put on ensuring that their events - and their offices - are as 'green' as possible, so the LEDWash 300 also ticked that box appropriately.

The new ROBIN 300 LEDWash fixtures went straight out on a series of events.

For the 2011 Businesswoman of the Year Awards at Vodaworld in Midrand, the LEDWash 300s were used to lay down a rich, textured colour wash on top of projected glass water gobos to give a real feel of walking on water onstage.

For the launch of the new ARHLAC (Advanced High Performance Reconnaissance Light Aircraft) in Pretoria, Showgroup lighting designer Andries Liebenberg used the ROBINS for back lighting the aircraft that was at the centre of the presentation. They creating a whole spectrum of colours and at one stage an eye-catching sun-beam effect bouncing through 'clouds' created with smoke machines. After the presentation, they were used to introduce more colour for interviews and photographs happening alongside the aircraft.

Andries also mentions that the service from DWR has been "Nothing short of phenomenal". Showgroup is overall delighted with the LEDWashes and will be investing in more Robe fixtures soon.

