

4 / 23 / 2014

Robe at Sound.check Expo 2014

Products Involved

LEDBeam 100™ **LEDWash 1200™** **LEDWash 600™** **MiniMe®** **MMX Spot™**
MMX WashBeam™ **Pointe®**

The 12th edition of well-known Mexican Sound.check Expo took place at the World Trade Center in Mexico City, with over 90 exhibitors who were visited by around 18,000 industry professionals.

Robe was once again at this high profile Latin trade show together with local distributor Vari Internacional, who had a big stand to present the latest products from the Czech brand. They also showed a variety of sound devices, musical instruments and lighting controller brands that they represent in Mexico.

Robe moving lights occupied a whole wall of the stand, highlighting various lighting effects created with Pointes, LEDBeam 100s, LEDWash 600s, LEDWash 1200s, MMX Spots, MMX WashBeams and MiniMes - all from Robe's ROBIN series.

Robe's Sales Director Harry von den Stemmen joined the team, together with Steve Eastham from Robe International Customer Support and Robe's Regional Sales Manager for Latin America, Guillermo Traverso.

Guillermo Traverso conducted a presentation on the second day of the show in the Olmeca Room at the Pepsi Center, highlighting the features and functionality of the ROBIN MiniMe. This was attended by about 120 lighting designers, clients and individuals - all interested in Robe's latest news.

"This year's results were great - many people were asking about the best-selling ROBIN Pointe and they also wanted to see the MiniMe", said José Alberto García Ramírez, Lighting Sales Engineer at Vari.

"Several Mexican lighting designers came to see us, together with friends who are already using Robe products, all of whom shared their experiences. There were also plenty of potential new clients, and companies that are now seeing Robe as a very strong option for their rental stocks ... a situation we couldn't have imagined just two years ago!" he added. Guillermo Traverso said, "This event has shown excellent results. The cocktails, combined with product launches have become a classic for us at Sound.check. This year we were able to give a more detailed introduction of the MiniMe which I believe drew the most attention at the show. People were constantly asking Steve and me questions about this small, powerful

fixture. There was also much interest from rental companies in the PARfect ... And all the signs are that a lot will come out of this!"

Harry von den Stemmen, concluded, "Sound.check Expo was the same extremely busy show that it has been for the last couple of years. Robe's business in Mexico is stable and there are some interesting projects coming up, so we are looking forward to continued growth here!" The 2015 Sound.check Expo takes place April 19th to 21st at the same venue.



