

10 / 22 / 2015

## Robe Rocks LDI 2015

### Products Involved

[BMFL™ Blade](#) [BMFL™ Spot](#) [BMFL™ Wash / Wash XF](#) [ColorStrobe Lite™](#)

[ColorStrobe™](#) [DL7S Profile™](#) [PATT 2013™](#) [Square™](#) [Viva™](#)

Robe Lighting rocked Las Vegas this weekend ... presenting its largest booth at any LDI expo to date, complete with its first major new product launch at an LDI show with the BMFL Wash and BMFL Wash XF luminaires.

Robe upped the stakes at the popular U.S. entertainment technology exhibition to reflect the surge in growth of its business in the United States, Canada and Latin America.

The eye-catching stand was busy from the moment the show opened, where visitors could enjoy an action packed program including comprehensive demonstrations of all Robe's technology new to the U.S. market.

This included the powerful and refined DL7S Profile, an LED fixture built for theatres and TV studios; the Square, a 5x5 zoomable LED matrix for video projection, pixel animation, beam effects plus a highly effective wash and cyc light with continuous pan/tilt rotation movement; the ColorStrobe from Robe an RGBW version of the potent new LED strobe from Robe; Viva, an elegant brand new lightweight LED spot moving head; and the PATT 2013 tungsten softlight, the start of a fabulous new range of retro luminaires for stage and studio.

Joining the new BMFL Wash and Wash XF fixtures were the hugely successful BMFL Spot and BMFL Blade - the first fixtures in the powerful BMFL signature range.

Anolis, Robe's specialized architectural LED sister company occupied a whole scenic section of the stand, displaying its latest indoor and outdoor products which are designed and manufactured in Europe.

All the new Robe units were incorporated into another beautifully choreographed lightshow which played every hour, each time drawing big crowds to the booth.

Happy Hour at 3 p.m. on the first two days was also big hit, and guests were entertained by two live bands.

The first was Robe U.S's own house band, The Brobe's (pronounced Bro-bays) where the Technical Services department based at Robe's Florida HQ proved they were truly multi-talented. Thrilling the crowds with an exclusive hi-energy performance ... we will be seeing much more of them in the future!

They were followed by maverick industry jam band The Swingin' Johnsons – with Robe Lighting's own Tommy Hall on drums – veterans of LDI appearances dating back to circa 2002, who played out the last half hour of the show creating more buzz and excitement. Those wanting to catch their breath from the freneticism of the exhibition floor, conduct meetings and re-charge their feet, batteries and mobile devices could take advantage of The Robe Park, a scenic area to the back of the stand.

The full Robe U.S. team were joined by a strong international presence including CEO Josef Valchar and Sales Director Harry von den Stemmen.

Latin American Regional Sales Manager Guillermo Traverso ensured that the many visitors from South and Central America were looked after, working closely with other Spanish speaking members of the U.S. team.

Robe Lighting CEO Bob Schacherl commented, “I was delighted with the overall response. We saw some excellent quality people and serious customers in a lively mix of busy LDs - both establishing and upcoming, working across all sectors - particularly concert touring and events, television and theatre; representatives from many leading rental companies and venue owners and managers. The success of this LDI positions us to end the year on a high note, and we look forward to an even more successful 2016.

Josef added, “The passion and dedication being focused on growing our American business is impressive, and the positive reactions we have received at LDI this year have reinforced our belief that the hard work and strategies are on track”.







