

1 / 6 / 2011

# Robe ROBIN Roadshow in Singapore

## Products Involved

CityFlex 48™   CitySkape 48™   CitySkape Xtreme™   CitySource 96™

ColorBeam 2500E AT™   ColorSpot 1200E AT Profile™   LEDWash 600™

ROBIN® 600 Plasma Spot   ROBIN® 300E Beam   ROBIN® 600E Spot™

ROBIN® 600E Wash

Robe's ROBIN International Roadshow rocked up in Singapore with sales director Harry von den Stemmen and technical sales manager Ales Grivac joining forces with a very enthusiastic Louis Teo of Lighting & Sound Distribution (LSD), Robe's distributor for Singapore.

The 2 day event was staged in LSD's showroom, and the highlighted products were the Robin 600E Spot and Wash; Robin 300E Beam and Robin 300 Plasma Spot; the amazing Robin LEDWash 600; the ColorBeam 2500E AT and ColorSpot 1200E AT Profile; and from the LED Series, the CitySkape 48, CitySource 96, CitySkape Xtreme and CityFlex 48.

Louis Teo and his team worked hard to promote this opportunity to see the products close up and in a relaxed and convivial environment, which resulted in over 60 people attending, primarily lighting and visual designers and programmers, rental companies, venue and theme park operators, theatres, event companies and hotel F&B managers.

The hotel hospitality and banqueting sector is fiercely competitive in Singapore and also a growth area, as they all have an active schedule of events and functions and all want the latest technology at their fingertips!

The LEDWash 600, CityFlex 48, CitySkape 48 and CitySkape Xtreme were the products attracting the most attention. CitySkape Xtremes are currently being installed to light elements of the fabulous architecture at the Marina Bay Sands integrated resort.

Brightness and low power consumption were among many features impressing visitors. With the LEDWash 600, people loved the slimline design, light weight, smooth and rich colour mixing and its ability to produce magentas, pinks, lavenders and other pastels that have traditionally been challenging for LED fixtures.

The presentation sessions (4 per day) started with a short introduction of the "Robe" brand, complete with video clips about the company to illustrate facilities like the factory and the

production process. This was followed by the actual product presentation by Ales Grivac, and then a concise talk relating to "Green" issues and how Robe is addressing the need to be environmentally conscious by Harry von den Stemmen. To conclude there were some lively Q&A sessions.

Straight after the last showroom demo session on the first day, LSD also took everyone to St. James Power Station, to see the CitySkype Xtreme in action illuminating the chimney.

Feedback from the visitors was entirely positive, with most saying the Roadshow idea was informative, interesting and that they would like more in the future!

For the LSD and Robe teams, it allowed them the chance to give people more personalised attention, as the daily sessions were organised in manageable groups of 8-12 people, with enough individual time and space for detailed questions and queries. It also enabled them to get a really comprehensive look at the products.

"I think this is definitely better than doing an exhibition" enthused Teo afterwards, "We can focus better with the customers in small groups, and next time, I'd like to add an extra day to the schedule as there was definitely the demand".

























