

3 / 20 / 2011

## Robe Roadshow in Finland

Enjoying the thrills and winter chills of Scandinavia, Robe's ROBIN International Roadshow continued onwards to Finland, where a one day event was staged in Helsinki this week hosted by distributor Live Nation Finland in the fabulous 500 seat Arena Näyttämö Theatre. The theatre built in 1927 is one of the cultural landmarks of the Finnish capital and also owns 15 ROBIN 300 Plasma Spots.

The one day Roadshow was presented by Robe's Ingo Dombrowski together with Live Nation's Kari "Jesu" Toppari. Lighting designer Pefu Unkila set up the rig along with engineer Lauri Vigelius. The theatre's Plasma spots were used as part of the presentations, integrated with the other Roadshow featured products including the ROBIN 600 Spot, Wash & Beam series, the phenomenal LEDWash 600, ColorSpot 250E ATs and units from the Light4ce LED series. The main reason the CS 250s were there was to provide a relevant reference point allowing people to see first hand the incredible power-to-size ratio of the ROBIN series, and emphasise their extreme brightness. The ROBIN LEDWash 600 was again the buzz product of the event. These are literally 'flying' off the production line at Robe, with the 1000th fixture recently leaving the factory, and the next 1000 already on order to various distributors.

The size, weight, power and fabulous, even colour mixing were among the many elements that impressed people about the LEDWash 600.

The Roadshows were attended by over 50 very interested people - including rental company owners, LDs, lighting operators, venue managers, representing a good cross section of the business - and the days started with a walk-through of the products.

Apart from the massive interest in the LEDWash 600, the ROBIN 600 series was generally popular and continues to be hugely successful as a very bright, fully featured compact unit ideal of multiple applications.

The introduction and walk-through was followed by a serious Q&A session. Dombrowski says, "Everyone was very engaged and really wanted to know the in depth technical details as well as more general elements like applications and availability - they were really listening and learning!"

"As usual with our Finnish partner, the event was tightly and efficiently organised," he reports, with every minute of the day utilised, a fact much appreciated by all those with busy schedules.

Live Nation Finland's Kari Toppari confirms that post event they have already received orders for 50 LEDWash 600s.



