

13.9.2014

Felix Lighting Invests in Robe CycFX 8s

Products Involved

CycFX 8™

California based sales and rental company Felix Lighting – headquartered in Los Angeles with a recently opened office in San Francisco – has added 40 x Robe ROBIN CycFX 8 moving LED batten fixtures to its rental stock, which also includes Robe Pointes.

The CycFX 8s were initially purchased for the Sunday Night Football introduction with Carrie Underwood on NBC, featuring lighting designed by Benoit Richard, and were part of a specification that also included 47 Pointes. The new CycFX 8s are now part of Felix Lighting's rental stock where they are already proving popular.

Account Representative Charlie Malings said, "We decided to purchase the CycFXs – as opposed to cross rent them for the event – based on research and what we are hearing on the industry grapevine. They are a welcome addition to our rental inventory and have been constantly in demand since they arrived here!"

Felix's team was impressed by the output and features of the CycFX 8.

The one-meter linear strip is a unique fixture that can be tilted 270 degrees. It has an array of high-powered RGBW LEDs together with fabulously smooth color mixing, an 8 to 67 degree zoom and the very fast motorized tilt movement enables creation of spectacular 'wave' effects along a line of fixtures. Individual control of each LED makes the fixture map-able, and means that multiple CycFX 8s can be built into a variety of matrix-style designs.

Malings, who has 30 years' experience in entertainment industry lighting and production, said he is always looking for 'smaller, brighter, lighter fixtures' and he really appreciates Robe's commitment to putting these core design values at the heart of its product development.

He added, "The support from Robe US, and Heather Busch and Thommy Hall in particular, has been exceptional," and this level of service was another factor in Felix's decision to invest in this product. He feels Robe is developing the technology that is being requested by designers and end-users and following through with genuinely inventive products, together with very strong marketing, all helps make it the brand 'of the moment'.

Felix Lighting's CycFX 8 purchase follows their recent acquisition of 48 x ROBIN Pointes at the end of 2013.

The Pointes have been featured on the Main Stage at the Electric Daisy Carnival (EDC) 2014 in Las Vegas, at SxSW in Austin, Texas, for DirectTV and Guitar Center Sessions and on the Yuma Stage at Coachella 2014 ... plus numerous other events.

