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## A Lucid Decision to Buy Robe

### Products Involved

LEDWash 300™   Pointe®

Johannesburg based rental and production company Lucidity has just invested in its first Robe moving lights ... with the purchase of six Pointes and six LEDWash 300s from Robe's ROBIN series. These were delivered by Robe's South African distributor DWR.

Lucidity – founded in 2000 by Paul Newman – also has a presence in Cape Town and Durban, and has built up a great reputation for servicing a portfolio of high end corporate clients plus a selection of other premium live events.

Initially Lucidity's focus was on audio and AV, also acquiring rigging and trussing along the way. By his own admission a "Noize Boy at heart" ... although this was Paul's first major lighting purchase, his 25 years of experience which includes international touring and working in some of the country's busiest venues, he appreciates the value of buying quality! The decision was prompted by increasingly paying for lighting cross rentals for various projects, so the time was right for Lucidity to make its own investment.

"I wanted versatile fixtures that were appropriate for all environments" explained Paul who wanted an efficient ROI, so he examined the flexibility of the fixtures vs. what people were requesting the most!

Both Pointes and LEDWash 300s are extremely popular in South Africa, and DWR has worked hard to ensure that the Robe brand has been adopted in all sectors of the industry.

"The fixtures are great for corporate environments and ideal also for large scale productions" he comments, adding that most SA freelancers are familiar with Robe's products and also highly recommend them.

He did look at all the major brands, together with the back-up, service and support he could expect from the supplier, which was another major factor in the final decision!

The new Robes went straight to work – used by LD Francois van der Merwe on the South African Institute of International Auditors (SAIIA) conference and gala dinner at Sandton Convention Centre and at the 2014 Oracle Day event at Gallagher Estate Convention Centre in Midrand.

