

19.9.2006

Robe at PLASA 06

Robe Show Lighting absorbed the positive energy at PLASA 2006 in London - it's busiest PLASA to date - with a fantastic show that again included another stunning party on the Sunday night, arguably the 'hottest ticket' in town.

Robe Show Lighting absorbed the positive energy at PLASA 2006 in London - it's busiest PLASA to date - with a fantastic show that again included another stunning party on the Sunday night, arguably the 'hottest ticket' in town.

The colourful and lively booth situated at the core of the exhibition was designed by Robe UK's Nathan Wan. It was action packed with products from all across the Robe range, including the very latest DigitalSpot 5000DT, StageQube 324 and the new 700 Series of fixtures.

A ring of 8 DigitalSpots encircled the top deck of the stand, projecting amazing imagery onto a cylindrical gauze running right around the elevated area, which featured a bar, seating area and Robe's famous hospitality.

At the rear of the booth was a massive, show-stopping StageCube 324 video wall showing an array of sources stored on Robe digital media servers, which attracted immense interest.

There was enormous interest in all the new products that Robe launched at the show, with many visitors proactively seeking the booth out, reinforcing the strength and perception of the Robe brand in the market. Even on the final day, the booth was busy up right until show closing time.

The stand build was undertaken by leading UK lighting rental company HSL, and co-ordinated by the Robe UK office. Key members of the Robe Show Lighting international sales team flew in from around the globe for the four day event, and it was a case of "all hands on deck" to deal with the phenomenal amount of visitors. These included major clients, business partners and plenty of new and potential interest.

Robe's General Manager and CEO Josef Valchar says, "*We received an incredible reaction at PLASA to all the new products. Once again, most importantly, the show gave us the chance to say thanks to everyone on our team - the Robe Crew, business partners, colleagues, and friends - and all those from around the world who have worked so hard to keep Robe a leading player in the show technology industry*".

Party Party Party

The party was once again held at The Namco Station on London's South Bank, a centrally located downtown venue offering bars, dancing, pool, bowling, dodgems and a vast section of interactive and electronic games to suit all tastes and imaginations.

This year, Robe added live music to the mix, with a stonking performance by Brouci (translated as 'The Beatles' in Czech) who played everyone's favourite Beatles hits from all eras of the band's career.

The Party proved more popular than ever and was one of the 'must go' events of PLASA with over 350 people filling the venue. Guests included many of Robe's international dealers and distributors who revelled until the small hours.

For more press information contact marketing department ROBE Show Lighting on e-mail: marketing@robe.cz





