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Expomusic 2006

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The colourful Trendy booth was designed by Feeling Eventos, and the lighting designers were Pincel from SunShine Eventos and Paulinho from Trendy lighting. They incorporated a wide variety of Robe products into this, including, ColorSpot and ColorWash 1200 and 575AT fixtures, Spot and Wash 575XT and 250ATs and LED Blinder 196LTs, all operated from an Avolites Pearl 2004.

The booth resembled a stage. The LED Blinders were used along the front of the stage as scenic lights, with more on top of the trusses to light everyone on the booth. They had an LED screen, simulating the set up of the most recent U2 stage set, and to demonstrate that this was a 'real' stage, the tribute band GLAM performed throughout the 5 day show, with a mix of U2, Guns 'n' Roses and Brazilian songs, which made the Trendy booth one of the busiest and most exciting of the show. They met many new Robe customers - who expressed interest in all the products, and they sold lots of ColorSpot 575 AT, which was the best seller of the exhibition, reports Sales Director Cintia Andrade. She adds *"Now Brazilian customers are starting to look for quality things are really taking off. They already know that Robe has the best prices on the market and that it also offers excellent quality and great durability."*

The power of 1200s is unbelievable she continues, *"They are great for rock and country bands, and at the show, rental companies could clearly see how large fixtures like this behave close up and with relatively low trim height stages similar to the booth"*. This makes the 1200 series perfect for big stadium shows as well as medium sized venues with less headroom.

Many top LDs from leading bands visited - including Paulinho (CPM 22), Vicente (Skank), Genilson (Edu Ribeiro Reggae Band), Wanderley (Zeze di Camargo & Luciano) ... and many others. CPM 22 is one of Trendy's newest clients, having just purchased 12 ColorSpot 575 ATs and 6 ColorWash 575 ATs for their latest Brazilian tour.

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