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## **ROBIN LEDWash 600 is Best Intelligent Lighting Fixture of the Year at PALME 2011 Middle East**

### **Products Involved**

#### **LEDWash 600™**

Robe's amazing ROBIN 600 LEDWash 600 moving light has won the 2011 PALME Middle East Award for 'Best Intelligent Lighting Fixture' of the Year.

The Award was presented to Robe's MD and founder Josef Valchar, sales director Harry von den Stemmen and Middle East regional sales manager Elie Battah at a gala dinner during last week's 2011 PALME Middle East Exhibition in Dubai.

A panel of judges - including leading international industry journalists and practitioners - decided on the Award winners, for which Robe was commended for the innovation of the product and the quality and clarity of the Award presentation.

The LEDWash 600 was launched in November 2010 and in a very short time has become Robe's fastest selling product since 1999, and a major lighting industry 'buzz' product.

Features include : the use of Cree 10W multichip LEDs; a completely homogenised light engine producing fabulously smooth non-pixelated or shadowed colour mixing; perfect whites ranging from 2700 - 8000 degrees K; beautiful pastel shades traversing the entire spectrum; versatile 15 - 60 degree zoom enabling both spot and wash effects: a completely flat light field at any beam angle; premium quality of light in all colours and at all zoom options.

Additionally, the 3 LED rings are individually controllable - which is great for creating camera and eye-candy 'audience-facing' effects.

Says Valchar, "Winning the Award is fantastic and a great recognition for all the hard teamwork that has gone into making the LEDWash 600 the success that it is - all the way from the initial product development and R'n'D to our highly proactive marketing and sales forces worldwide".

He adds that Robe waited until the right technology - in this case Cree 10W multichip LEDs - was available before bringing the LEDWash 600 to the market. In doing so, they were able to create a truly innovative and premium quality LED wash fixture that is blazing a trail.

PALME Middle East was a busy show generally for Robe, with several deals finalized, including the supply of 24 x ROBIN 600 LEDWashes to the Raha Theatre in Abu Dhabi, with another major investment in this fixture by a leading lighting design company to be announced shortly.





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