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## Perfect Ovation for Robe

### Products Involved

**iFORTE®** **Tetra2™** **LEDBeam 350™** **RoboSpot™**

Perfect Ovation is a successful family-run company with a busy Dubai dry hire facility and a full production operation in Oman supplying lighting, sound, and LED screens to a diverse mix of shows and events.

The company is headed by entrepreneur and music lover Baltazar Fernandez who comes from Goa, India. "Goans are born with music in their bloodstream," he comments, and music has always been important in his life.

Since 2019, Perfect Ovation in Dubai has been investing in Robe moving lights with the latest purchases being 160 fixtures – 40 x iFORTES, 40 x Tetra2s and 80 x LEDBeam 350s plus four RoboSpot systems, all delivered by Robe Middle East.

These were added to their existing inventory which already included 80 x Robe MegaPointes and 80 x Spider LED wash beams.

All the Robe kit is constantly in use for a variety of clients who enjoy Perfect Ovation's excellent service and attention to detail.

Baltazar and his team chose the Robe route as they were confident that the products are well made, and offer great quality solutions, but apart from anything else, their brand choice was driven by international riders.

"One of the keys to making any dry hire business work is to respond to the most specified and popular products and brands, and in recent years for moving lights, this has definitely been Robe," confirms Baltazar, adding that service and after sales support is also "a major consideration".

They enjoy a great working relationship with Robe Middle East which is headed by Elie Battah and his team.

Robe's FORTE and iFORTE are known for their brightness, versatility, quality and reliability – all major factors for a cross rental enterprise, and there are now a lot of these fixtures in the region.

The kit needs to be tough and able to withstand some extreme weather – wind, dust heat and at times heavy and unpredictable rain. “These Robe fixtures tick all our boxes!” Baltazar stated, musing that the Tetra2s have also become very popular for producing specific effects while the LEDBeam 350s are general “all-round super handy” compact fixtures ideal for multiple applications.

When business started to boom again after the pandemic, Robe was still topping the rider lists for international artists performing in the Middle East as well as for the many large local shows.

“There's also a big demand for the best quality kit from high profile Indian spectacles in addition to the western artists and concerts, and we want to ensure that everyone has the best levels of service and easy availability,” he notes.

Baltazar believes Robe is one of the “top moving light brands in the world” right now, and that it represents great value, “That's why people are asking for it over and over.”

His business was originally called Talentz Enterprises and founded in Oman as a music technology / instrument enterprise. It grew rapidly in response to market trends, and was soon incorporating professional lighting, audio, and projection solutions.

In 2015, the Dubai branch was opened as a dry hire facility, taking advantage of the rich and varied event and live performance culture prevalent in the UAE.

Baltazar is a shrewd operator and a humble person. His Goan style, great communication skills and smart approach to business have brought him many friends, commercial success, and a healthy respect from an industry in which he is actively invested with employment and career opportunities.

Perfect Ovation's Dubai office currently has around 45 employees with over 40 staff in Oman. Baltazar's wife, Mildred, runs the Oman operation, and their 3 children (Kevin, Manuel & Stella) are also involved there. His son Kevin is now in demand as a talented sound engineer continuing the passion and deep connection to music and performance cherished by his parents.

Photo Credit: Louise Stickland

