

300 Midi-B Claypaky steal the show at a Stockholm International Corporate Event



When an international group invites its employees to an event, sometimes an exhibition centre facility is sufficient. **Schoko Pro GmbH** in **Wiesbaden** recently organised a corporate event of this capacity at the **Stockholm Exhibition Centre**. For the lighting of the entire day's celebration, involving both conference and gala spaces, the team led by project manager **Joe Wippel** used **Claypaky's** compact **Midi-B Wash-/Beamlight** for the first time to illuminate the whole day's celebrations, and was pleasantly surprised by its performance, quality and haptics.

300 moving lights fitted with 19x40W LEDs replaced an older LED wash light of the same size supplied by a different manufacturer and used for this same event in previous years.

A pleasant surprise

According to Joe Wippel, it was necessary to replace it with "a good wash light of average weight and performance." Jens Wetterkamp of NicLen, a dry-hire company in Dortmund, then suggested that Schoko Pro try Claypaky's Midi-B. "As soon as I looked at the technical data sheet I realised that this solution was exactly what we were looking for. Then, once *on site*, the projector took us by surprise in several different ways: it is lightweight, bright, extremely stylish, generates delightful colours and has an excellent zoom [4° – 50°]. A complete package that was far beyond all our expectations."

The Midi-B were used in both the gala and conference areas during the event. The fixtures envisaged for the conference area illuminated the stage, and also the large area designated to the audience.

Looking back at the event, Joe Wippel commented: “We are truly satisfied with Midi-B. It generates a completely clean beam with a reduced angle of diffusion of $\frac{1}{2}$ or $\frac{1}{10}$. It provides exceptional color mixing, generating a wide spectrum of intense and saturated colours, yet also covering the full range of pastel shades and an ultra-superior quality white light. The performance is amazing if you consider its size and weight (47.2 cm in height, weighing in at just 19 kg). And the best thing of all: there was not a single fault among all 300 projectors.”



Aesthetics and practicality

Apart from the technical advantages, Midi-B convinced the Schoko Pro team also due to its user-friendly menu, ease of handling and its aesthetic design. “We were very impressed with the base and body of the projector. It is outstandingly discreet and stylish, something that is always an advantage for a Corporate Event. In fact, the design reminds me slightly of the legendary VL5!” Joe commented. “Functionality and design are both fundamental aspects as far as we are concerned. Bear in mind that, when choosing lighting fixtures, it is also important to assess their practicality for our technicians – they must therefore be easy to install, have a short reset time, a simple and user-friendly menu set-up and a reduced margin of error when in use. Based on our experience with this specific project, we can definitely say that Claypaky’s Midi-B meets all these requirements. A new star in the wash and beam light world!”