

5000th Robin 600 LEDWash sale

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L - R : Harry von den Stemmen (Robe, Sales Director), Yannick Danguy (Axente sales manager Paris), Guillaume Perrier (Axente, technical support), Josef, Valchar (Robe, CEO), Xavier Drouet (Axente, owner), Alain-Rene Lantelme (Axente, sales director), Ingo Dombrowski (Robe, Key Account Manager Europe), Jérôme Bréhard (Axente, MD), Renata Stodulkova (Robe, Sales Operations Manager), Daniela Šimčíkova (Robe, Sales Assistant).

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Robe lighting celebrated the sale of its 5000th ROBIN 600 LEDWash fixture at the PLASA lighting and sound exhibition last week in London ... which was purchased by French distributor, Axente.

The LEDWash 600 – which sets new standards in LED wash moving head technology – is the fastest selling luminaire in the history of the company.

Launched at PLASA 2010, the units started rolling off the production line in the Czech Republic in December of that year, hitting the 5000 target just 10 months later.

Right from the off, Robe's distributors have clamoured to get enough stock of the LEDWash 600, with Germany, France, the UK, Australia, Brazil and Italy all leading head-to-head in the race to get orders placed, processed and delivered to their clients in what has been a truly incredible sales trajectory!

Says Robe's Sales Director Harry von den Stemmen, "Axente has been a front runner right from the beginning in the race to get LEDWash 600 permeating throughout all market sectors. From TV studios, theatres and multi-purpose installations to leading rental companies and through them, specified on a diversity of shows and live events, they have been hugely successful everywhere. The product has been very well received, and we have seen a steady stream of orders at the factory month-on-month."

Robe tracked the ID and serial number of LEDWash 600 unit # 5000 to find out who would be the recipient, and at PLASA, the Axente team was presented with a certificate in recognition of their amazing sales and hard work.

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The super-slim ROBIN LEDWash 600 – embracing the smaller, brighter, lighting philosophy central to Robe’s ROBIN range – features 37 x 10 Watt RGBW multichip LEDs, all individually controllable. Arranged in three concentric rings, these can create stunning colour and pattern effects when pointed into an audience or a camera as well as providing smooth, even, wash coverage of performers, stages, spaces and scenery, etc.

The 10W RGBW multichips deliver a whole array of true colours, while the sophisticated light engine combined with Robe’s superior optics ensure a completely homogenised output as the pure colour, without any ‘pixelation’ or blockiness. The 4-in-1 multichip enables a range of true whites to be produced from 2700 – 8000°K, and the 15 – 60 degree zoom further increases its versatility.

Smaller (300) & larger (1200) LEDWash versions are now available, launched at Prolight+Sound, Frankfurt and PLASA 2011 respectively.