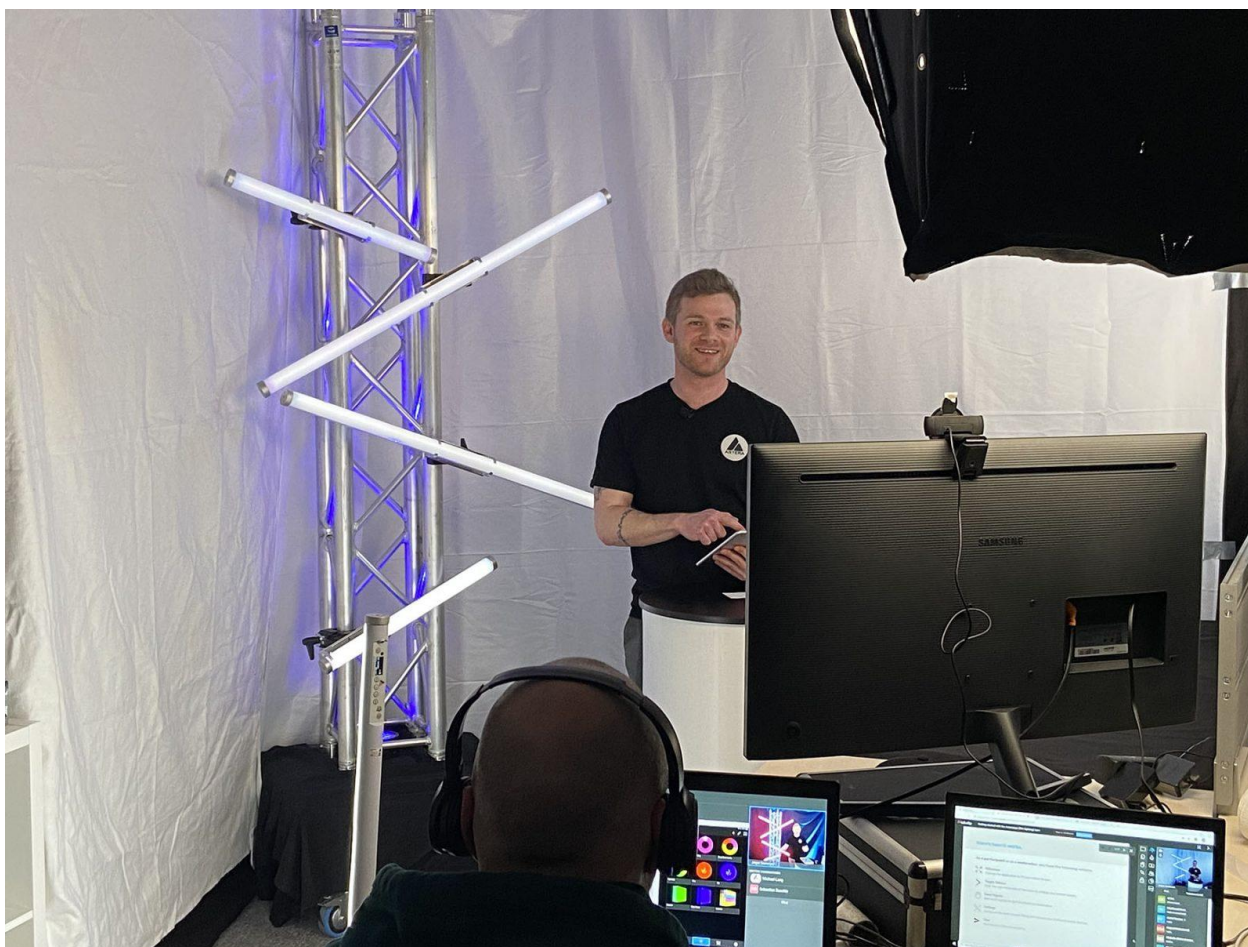


Astera Academy is Launched



LED manufacturer Astera's first concern during the Coronavirus pandemic is that everyone stays safe, well and healthy.

In addition to that ... the **Astera Academy** has been launched in just a few days as a positive response to the crisis.

www.astera-led.com/academy

... is a new venture enabling interested parties – lighting and visual designers, DOPs, directors, gaffers, grips, engineers and techs of all types and from all sectors who are into creative and practical lighting – so they can utilize and maximize their time in self-isolation to learn cool new things!

The Astera Academy is doing its bit to help make the best out of the worldwide situation and assist the wonderfully creative and resourceful entertainment technology industry ... to be ready to hit the ground running

when life and business return to normal!

We all know that the entertainment and production industry in all sectors has been hit hard by Covid-19. With almost all events cancelled, theatres closed, etc. ... many venues have been stepping up to become makeshift hospitals and quarantine centers. Some companies have been engaging in alternative activities to help fight the virus in any way possible, while others have been shutting and temporarily laying off staff ... so, trying to stay inventive and inspired as we all stand strong together to come through this – has become something of a mission!

The Astera Academy offers free webinars allowing people to learn more about the AsteraApp and various Astera lighting fixtures.

Topics will include subjects like Getting Started with the AsteraApp to discover its best tips, tricks and less well-known features, with additional topics to be added in the coming days.

Each webinar is streaming twice a day – to cater for Europe and Asia, with an afternoon session for the convenience of the Americas – and will last between 30 and 60 minutes. The broadcast is coming from Astera's European HQ in Munich, and all times are listed as central European time zone (CET).

www.astera-led.com/academy

Astera's Jesper Sørensen will be presenting the sessions. He has been doing this worldwide in the last months, and while that's now not possible in person ... his interesting and highly accessible style of knowledge transfer can be enjoyed online.

Astera's Sales & Marketing Director Sebastian Bückle comments, "Exhibitions and customer visits used to be our most important tools to connect with the industry, but due to Covid-19 it will be online-only for some time!

"This is a big adjustment for all of us, but we also see advantages as it is opening opportunities and paving the way towards new and invigorating operational methods. I believe more flexible home office options will be available in the future, together with increased video conferencing for meetings and discussions ... even after things normalize.

"The Astera Academy will be continuing in the future! Now that we have established the platform, we love the possibilities of connecting with our existing community, reaching out to potential new users and in fact anyone who might be curious about the products."

Interested parties can sign up and ask questions during the webinar, and if a live stream is missed, the videos can still be accessed later at www.astera-led.com/academy

Meantime, Astera's HQ in Munich and factory in China also remain open.

Stringent measures have been introduced to ensure all the workplaces and employees stay safe and that all the rules for social distancing are being strictly observed during the lock-down periods. This includes splitting the offices into small teams with separate entrances, while home office working has been implemented for all where this is safe and practical.

Repairs and other packages can go in and out as usual as Astera continues to provide technical – and moral – support to its distributors, dealers, end users and all collaborators and partners globally.

Most – but not all – of the worldwide service centers are open, and customers are being advised to check before sending something in.

Telephone support should continue to be active in all countries, otherwise please contact Astera directly on <https://astera-led.com/support/>

Photo shows Astera's Jesper Sørensen who is presenting the webinar sessions