

Astera PlutoFresnel Wins PLASA Innovation Award

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Photo by Louise Stickland – shows Astera’s Simon Canins (centre) collecting a 2023 PLASA award for Innovation. On the left of shot is Adam Blaxill, chair of PLASA’s governing body, and on the right of the shot is Peter Heath, PLASA managing director.

Wireless LED lighting manufacturer Astera was delighted to win a coveted 2023 PLASA Award for

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Innovation for its new PlutoFresnel product.

The Awards – which recognise and reward next-generation products and those behind them – were announced during the 3-day PLASA London entertainment technology expo staged at the Olympia showgrounds last week. Astera's award was received by R&D director, Simon Canins.

Astera has always been ahead of the curve when it comes to ingenuity, invention, and sustainability in lighting, and is famous for nifty products like Titan Tubes, NYX Bulbs, Hydra Panels and many more which have become popular go-to's for film, television, and event lighting.

Astera's sales and marketing director Sebastian Bückle was delighted to win the Award and stated, "We're honoured to receive a Plasa Innovation Award for PlutoFresnel, which is a groundbreaking lighting solution designed for film, studio, and event settings.

"The cutting-edge technology complete with built-in battery gives 3 hours of operation on MAX brightness, and its full-spectrum Titan LED Engine sets a new standard in lighting innovation. This recognition reaffirms our commitment to excellence in the industry, and we're excited to continue pushing the boundaries of what is possible in lighting."

A record-breaking 40 products were entered for the 2023 PLASA Innovation Awards, with the judges picking out just eight.

This year's judging team comprised 12 independent technical specialists from a diversity of backgrounds, chaired by engineer and LSI columnist, James Eade.

Launched earlier this year as a revolutionary lighting solution for film, studio, and events, the built-in battery is at the essence of PlutoFresnel's innovation, making it the most portable fresnel currently on the market!

The Award judges commented that the versatility of this battery powered fresnel-come-profile is "unmatched," and they believe it will "find a home in many rental companies".

The 3 hours of battery operation can be elongated using the Astera RuntimeExtender for maximising use in remoter locations with limited access to power.

The fixture delivers a beam angle of between 15° to 60° without colour fringing and consumes just 80W of power whilst delivering an output comparable to a traditional 300W Tungsten Fresnel.

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This also impressed the PLASA judges.

Wireless and wired DMX plus App control – another area that Astera has pioneered – provide ultimate flexibility, while a full set of accessories for easy rigging and positioning including quick-release, detachable YokeBase, removable handle and Airline Track mounting, all make the PlutoFresnel an ultimate lighting solution for creativity and productivity.

Designed under the mantra ‘Fresnels made Portable’, it weighs just 4.6kg and can be easily transported and installed in a range of contexts that would be more challenging for conventional tungsten fresnels.

Astera exhibited at the 2023 PLASA exhibition on the stand of its UK distributor Ambersphere Solutions and enjoyed a busy and successful trade show seeing customers from all areas of the entertainment industry and making plenty of new and good quality contacts.