

B-EYE triumphs at LDI Awards



LDI 2013 **BEST DEBUTING LIGHTING PRODUCT**



Clay Paky A.leda B-EYE K20

LAS VEGAS – Another success for the new Clay Paky A.leda B-EYE. The spectacular LED moving head the Italian manufacturer launched at Plasa 2013 has won another award in addition to the one it won at the London event. It was presented with an LDI Award during the annual trade fair which has just taken place in Las Vegas.

The A.leda B-EYE K20 was given the coveted title of “Best Debuting Lighting Product”. In recent years this award has been assigned to products destined for sure future success, such as – for instance – the Clay Paky Sharpy in 2010 (Honourable Mention) and Sharpy Wash in 2012.

Marian Sandberg, Content Director of Live Design, explained the reasons for the award: “The B-Eye is an innovative LED fixture that works as a wash, beam and effect light. It can switch from a diffuse wash to parallel beams, and features individual LED control enabling controllable microbeams. Adding colors and moving patterns, it generates countless kaleidoscopic projections.”

Clay Paky’s Francesco Romagnoli and ACT Lighting’s Bob Gordon, Brian Dowd and George Masek took the

stage to receive the award. Francesco Romagnoli's off-the-cuff comment to a very enthusiastic engaged audience was striking: "Our thanks go to LDI, to our US partner and to our friends at ACT Lighting. This Award is for our R&D Department. There are twenty five people who work every day in Clay Paky to bring new products and new ideas to the market, with the aim of being innovative. When you choose a product to buy, buy the product you like, buy from the manufacturer you prefer to buy from, but please buy originals, not copies!"

Bob Gordon, ACT Lighting's CEO, was brief but effective: "[The A.leda B-EYE] is so damn cool!". We therefore expect a very "bright" future for this light, which is radically changing the way we perceive and interpret LED show lighting.

The video of the B-EYE award ceremony can be seen at this link: <https://youtu.be/xFwdVmUY7dA>