

CT Middle East makes Another Large Robe Investment

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Creative Technology Middle East (CTME) has made a huge investment in new lighting equipment. This follows another substantial Robe purchase earlier in 2024.

The Robe numbers on this one are 60 x iFORTES, 60 x iFORTE LTXs, 8 x iFORTE LTX FS Cameras, 80 x iTetra2 battens, 100 x LEDBeam 350s, 12 x iBOLTS and 4 x RoboSpot BaseStations (added to the four CTME already owned), making 8 in total.

Added to these are the 24 x FORTES and 80 x LEDBeam 350s in the inventory that arrived earlier in 2024 with the first batch of 4 RoboSpots.

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Sam Connolly, CTME's Head of Lighting & Power, explained that all this equipment is for their rental stock and is already serving the company's busy schedule of shows, events, concerts, spectacles, and special projects across the region.

Sam highlighted that because of the near-identical appearance and performance of the IP and non-IP FORTES, they can easily be mixed and matched, making the fixture ultimately flexible for various production needs.

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He and the lighting team at CTME scoured the market for IP rated LED battens and settled on the iTetra2s. “We did plenty of comparisons for this type of fixture, and iTetra2 came out on top. It simply ticked all our boxes for light output, effects, and general ergonomics,” he explained.



iBOLTS appealed on many levels, including being “new and innovative” technology. CTME receives frequent requests for searchlight-style lighting effects, so 12 iBOLTS seemed a good number to start with!

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The iBOLTS have illuminated several high-profile events, including the Sir Bani Yas 2024 and the VIP Reception in Al Ain. Moreover, these fixtures were used to great effect at The Louvre to light the entranceway for the 2024 Richard Mille Awards, an annual contemporary art competition and exhibition for UAE and wider region-based artists.



The iTetra2 fixtures have also played a prominent role at the Hans Zimmer Live concert at Coca-Cola Arena in Dubai, where their dynamic movement and rich colour rendering helped bring the legendary composer's score to life. These fixtures also featured across numerous cultural and entertainment events throughout the season, showcasing their versatility and creative potential.

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At the Formula 1 Qatar Grand Prix, iFORTE LTX fixtures delivered stunning results during Maroon 5's headline performance. Deployed at the Lusail International Circuit, the fixtures provided the necessary power and precision to elevate the high-energy show, supporting both live and broadcast audiences.

The iFORTE and iFORTE LTX ranges also proved their strength at the Longines Global Champions Tour (LGCT) held in Saudi Arabia. Designed by Roland Greil and his team, the lighting solution delivered clean, powerful coverage across the jumping arena, helping to elevate the visual experience for both spectators and live stream viewers.

“The initial FORTE and LEDBeam 350s were so popular and frequently requested that we needed more,” explained Sam, adding that this time they chose the IP route with the iFORTE as much of the work across the region is outdoors, and they have more than doubled the LEDBeam 350 stock with this purchase. The LEDBeam 350s, they are out all the time and are among the most utilised fixtures being checked in and out of CT's fabulous new warehouse and HQ in Dubai.

Boosting the RoboSpot systems to 8 was necessary due to the versatility and popularity of this remote follow spotting system, which is another frequent rider request. They also felt confident in making a big commitment to Robe as it's an in-demand and available cross rental item.

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Sam emphasised that reliability and durability are crucial factors in equipment investments for CTME. “We so rarely have any issues with the Robe products,” he stated, adding that he appreciates the “outstanding” 24-hour tech support and after sales offered by Elie Battah, Patrick Haddad, and the team at Robe Middle East. The CTME crew also appreciates not needing a vacuum kit to check the sealings when fitting custom gobos in the iFORTES, which saves copious time.

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Creative Technology Middle East delivers technical design, planning, and production for some of the most ambitious and dynamic live events and system integration projects in the region. With warehouses spread across the UAE, Saudi Arabia, and Qatar, the company continues to strengthen its equipment inventory to meet the growing demands of the Middle Eastern entertainment and event industries.

Show photos by Condesa Valentina Sioufi (F1 + Hans Zimmer) and Bradley Harriss (Longines Global Champions Tour + LIV Golf).

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Show Lighting Design credits:

Hans Zimmer lighting was designed by John Featherstone of LIGHTSWITCH

LGCT lighting was designed by Roland Griel

LIV Golf was a Creative Technology design.