

## Philips Lighting to launch an array of new entertainment products at LDI 2016



**Las Vegas, USA** – Philips Lighting (Euronext Amsterdam: LIGHT), a global leader in lighting, has announced it will launch a raft of trailblazing entertainment lighting on booth #1115 at the LDI Las Vegas exhibition, one of the USA's most prominent entertainment technology trade shows, taking place October 21-23 at Las Vegas Convention Center.

New additions to the entertainment range include luminaires such as the Philips Showline SL LEDSPOT 300 and Philips SL HYDRUS 350, which offer designers more dynamic effects to differentiate their shows. Also, the new Philips Strand Lighting Softlight 150S and 300S television panels will be launched as part of the Philips Lighting entertainment booth's 'green room' and mock TV studio.

Following on from a successful preview at the PLASA London show in September, the compact, high-performance **Philips Showline SL LEDSPOT 300 luminaire** will be launched live on the Philips Lighting entertainment booth and will be available for pre-order before hitting the market on the October 31.

"There was a phenomenal buzz around this product at its exclusive PLASA preview," says Amber Etra, key account manager at Philips Lighting's entertainment business. "Several of our customers have commented that there isn't anything like this on the market. The four framing shutters set this luminaire apart from the rest, plus the flat field and mix of dynamic features make it versatile enough to adapt to a range of designer requirements." The Philips SL LEDSPOT 300 delivers infinite color possibilities from its CMY color mixing and fixed color wheel. Not only that, the product can achieve dynamic effects from its rotating and fixed gobo wheels, 3-facet prism, Iris and framing system.

The **Philips SL HYDRUS 350 luminaire** will make its USA debut after launching in the UK earlier this year. Feature-packed with a wide zoom range in each mode, the Philips SL HYDRUS 350 offers a vibrant color pallet and features all the tools needed to create mid-air effects, clear and precise projection as well as seamless blended animated washes.



Also, showcased in the USA for the very first time from Philips Lighting will be the highly popular **Philips Showline SL BEAM 300fx**, **Philips Showline SL PUNCHLITE 220** and the **Philips Selecon RAMA LED Fresnel MKII**. Already an exceptional rival to the traditional tungsten version, the Philips RAMA LED Fresnel MKII sees increased output, higher color temperature and added fan control.

The Philips RAMA LED Fresnel MKII will join the brand new Philips Strand Lighting Softlight 150S and 300S television panels in the booth's 'green room' – a mock TV studio designed to showcase Philips' television lighting luminaires. A new thin size LED studio softlight designed specifically for TV broadcast lighting, the Philips panel offers a CRI that exceeds 90, plus a consistent cool and warm white with a soft, even output. Not only that, conventional, fan-less cooling offers a quiet operational environment during recording or live broadcast. Parameters can be adjusted easily with the simple 'touch and turn' design.



LDI guests are invited to the New Technology Showroom's immersive light show which will illustrate the latest product innovations. The show will feature an exclusive preview of the new **Philips Vari-Lite VL6000**, presented by Philips Lighting's entertainment product segment manager, Martin Palmer. The fixture is due to launch at the end of the year and will be a unique opportunity to get a sneak peek at the latest addition to the legendary Philips Vari-Lite product line. The Philips VL6000 features the world-renowned precision optics and powerful output designers have come to expect, along with some dynamic new qualities to be revealed at the show.

The booth's entertainment lighting will serve as a prime example of Philips' connected lighting, controlled by a fully integrated system of **Philips Strand NEO Lighting Control console** running the latest version 3.7,

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brand new DMX Nodes and touch screens. Available to download now, Philips NEO software version 3.7 is a milestone release that follows seven months of development work comprising over 460 changes within the code to improve ease of programming and functionality. Updates include the addition of an introductory training video to the software, a Mobile Interface Builder to allow users to build a custom Android/iOS NEO remote interface and Sub-Fixture control for multi-celled LEDs.

The brand new Philips DMX512 Networking Nodes are designed to boost networking for seamless connected lighting. Networking takes pride of place in a connected world, so these new DMX nodes are a strong addition to the existing portfolio of capable controls. The new DMX nodes are capable of working with the key industry protocols, allowing deeper integration to enhance any lighting system.



LDI visitors are invited to drop by the booth to join the global sales team in celebrating the welcome return of Gregg Brooks as an entertainment lighting new product specialist. He is joined by recent USA recruits Brian Wray, who is appointed as regional sales manager for Philips Lighting's Southeastern U.S. and Mid Atlantic entertainment luminaires business and Pablo Ruiz Campo who is joining as regional sales manager for Latin America.

Colin Kavanagh, business leader for Philips Lighting's entertainment business commented: "The energy at PLASA was brilliant and now straight to LDI we go. The whole team is energized by our new product platforms, customer reaction and longer term strategy. I welcome the new and (returning) team members who are joining us at a very exciting time in Philips Lighting's entertainment business. The industry is really at the cusp of change, with the shift to LED, connected lighting and Internet of Things, the future holds no boundaries. See you in Vegas!"