

Robe BMFL World Tour Announced



The global launch of the hugely anticipated new lighting fixture from Robe – the Bright Multi-Functional Luminaire – BMFL – took place on 2nd September via a worldwide multi-lingual video broadcast across three time zones.

Watched by nearly 11,000 people who pre-registered on the special Robe Premier launch website, complete with a technical delay due to a flood of last minute requests in Europe, the broadcast took place and showed Robe's CEO Josef Valchar introducing the brand new 1700W BMFL Spot.



The BMFL is a unique signature fixture with a host of innovative features designed as a real game-changer for the moving light industry.

The BMFL is massively bright, lightweight for its intensity and incredible versatility and is the result of three years development in close communication with some of the world's leading lighting designers, directors, programmers and operators as well as rental company owners, project managers and account handlers.

"I think it's the best fixture we have ever made," declares Josef.

The BMFL World Tour kicks off with three days at Robe's global HQ in Valmez, Czech Republic, four key cities in the U.S. – Las Vegas, Los Angeles, Chicago & Washington D.C. – together with Manchester in the U.K.



The second week sees the BMFL World Tour visit New York, London, Dubai, Cape Town, Johannesburg, Tel Aviv, Nashville, Meerhout (Belgium), Alphen aan den Rijn (Netherlands), Dallas, Rome, Moscow, Brisbane and Melbourne.

By December, the BMFL World Tour will have visited over 60 countries on all continents and thousands of interested parties will have seen and experienced this amazing product close up and in depth.

Full details of World Tour dates are at the end of this press release.

Meantime, the massively bright and hugely dynamic BMFL Spot fixture has been impressing everyone who has

seen it during the late summer, appearing at some seriously high profile events.

The largest two references, each with 64 BMFL Spots, were the **Opening and Closing Ceremonies** of the **2014 Commonwealth Games** in Glasgow, where LD Tim Routledge's vibrant design really put the fixture through its paces, with spectacular results and much positive feedback.

Meanwhile, LD Tom Kenny debuted the BMFL Spot in the US on the **2014 Teen Choice Awards** in Los Angeles, where 52 fixtures on his rig produced more stunning results to the delight of all!

The events also included two major EDM extravaganzas – for the launch of **David Guetta's** new live show at (with 'Leggy' Armstrong) in the UK, and in **Arena 13** (hosted by **Pussy lounge** and the **Tomorrowland** experience in Belgium (LD Kristof Van Mensel).



BMFL World Tour 2014

Australia	09/09/2014	Gold Coast
Australia	10/09/2014	Brisbane
Australia	11/09/2014	Melbourne
Austria	24/09/2014	Vienna
Belgium	10/09/2014	Meerhout
Bulgaria	12/10/2014	Sofia
Czech Republic	02/09/2014	Valasske Mezirici
Czech Republic	03/09/2014	Valasske Mezirici
Czech Republic	04/09/2014	Valasske Mezirici
Denmark	30/09/2014	Copenhagen
Estonia	22/09/2014	Tallinn
Finland	16/09/2014	Helsinki
Finland	17/09/2014	Helsinki
Germany	25/09/2014	Nürnberg

Chile	21/10/2014	TBC
China	21/10/2014	Guangzhou
Italy	12/09/2014	Rome
Israel	09/09/2014	Tel Aviv
Israel	10/09/2014	Tel Aviv
Japan	18/09/2014	Tokyo
Japan	19/09/2014	Tokyo
Korea	15/09/2014	Seoul
Korea	16/09/2014	Seoul
Latvia	24/09/2014	Rezekne
Lithuania	23/09/2014	Vilnius
Malaysia	25/09/2014	Kuala Lumpur
Mauritius	28/11/2014	TBC
Mexico	03/11/2014	TBC
Netherlands	11/09/2014	Alphen aan den Rijn
Norway	22/09/2014	Stavanger
Poland	02/10/2014	Warsaw
Portugal	29/09/2014	Lisbon
Romania	22/10/2014	Bucharest
Russia	12/09/2014	Moscow
Singapore	22/09/2014	Singapore
Slovenia	15/09/2014	Ljubljana
South Africa	09/09/2014	Cape Town
South Africa	11/09/2014	Johannesburg
Spain	23/09/2014	Madrid
Spain	01/10/2014	Barcelona
Sweden	18/09/2014	Stockholm
Switzerland	15/09/2014	Zurich
Turkey	24/10/2014	Istanbul
UAE	09/09/2014	Dubai
UK	05/09/2014	Manchester
UK	09/09/2014	London
UK	15/09/2014	Dublin
UK	16/09/2014	Belfast
UK	18/09/2014	Edinburgh
USA	03/09/2014	Las Vegas
USA	04/09/2014	Los Angeles
USA	04/09/2014	Chicago
USA	05/09/2014	Los Angeles
USA	05/09/2014	Washington D.C.
USA	09/09/2014	Nashville

USA	10/09/2014	Nashville
USA	11/09/2014	Nashville
USA	11/09/2014	Dallas
USA	16/09/2014	New York City
USA	23/09/2014	Cooper City
USA	24/09/2014	Cooper City

The BMFL World Tour 2014 will continue in other locations around the globe through November and December 2014.

For more information, please check : www.robepremiere.com