

# Robe Imbibes the ISE Vibes

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Robe lighting enjoyed the great vibes, brisk business, lively atmos and fantastic visitor numbers checking out the 2024 Integrated Systems Europe (ISE) expo at FIRA Barcelona, Spain.

The 20<sup>th</sup> anniversary of this constantly expanding show broke all previous records with over 73,000 verified attendees, up 27% on the 2023 edition, cementing its place as a prime entertainment technology showcase in Europe. For the first time there was a dedicated lighting / staging sector hall, and Robe was happy to be there at the heart of all the action, presenting some of its latest technologies.

New products included a selection from Robe's award-winning IP rated iSeries – the iFORTE® and iFORTE LTX®, iPAINTE®, iESPRITE®, iBeam 350™, iTetra2™, iT12 Profile™ and Robe also previewed its incredible new iBOLT – soon to be launched – plus a brand-new variant of its T32 Cyc as well as the FOOTsie™ Slim, a compact version of this ingenious footlight solution.



The eye-catching and contemporary Robe booth featured areas for Robe's other businesses – architectural brand Anolis, lighting control solutions specialist Artistic Licence and lighting console and media server manufacturer, Avolites. It attracted many visitors and was constantly busy throughout all four days, primarily functioning as a meeting and networking space.

Those wanting to see the highlighted products in more depth could walk or catch a shuttle bus a short distance to an offsite demo room being hosted by Robe's Spanish distributor, EARPRO&EES.

In here all the magic happened! There was a high demand for demos as most coming to the booth were already aware of the products and wanted a closer and more in-depth look at what they could do.



Guests were stunned by the ingenious technology of Robe's iSeries, with the iFORTE LTX commanding a lot of attention. The power and punch of this stadium-level long throw wash beam luminaire shone through, powered by the 1000W white XP LED engine, which is currently the brightest on the market, and even brighter when running in Follow Spot mode.

Guests loved the truly innovative iSeries micro-climate control tech, which takes a smart and lateral approach to IP rating, mediating the climate within the fixture rather than just trying to keep water and moisture out! People also liked the full effects package that comes with the compact iFORTE LTX.



The T32 Cyc was a big hit with theatre designers with its impressive 1:6 metre ratio giving a huge and beautifully even 6 metres of illumination for every 1-meter distance from the cyc or object. They also appreciated the vertical spot control for varying the spread and crossover points needed when fine tuning and finessing the source that's so essential to that sector.

As you'd expect, there were many visitors from Europe and from a lot further afield, including Latin America and Asia as ISE has established itself as a properly worldwide meeting place for designers, technicians and all involved in the worlds of systems integration and built spaces.



The visitor quality was high and the footfall to the Robe stand was constant.

The Robe 'Village' boosted the brand's dynamic and presence at ISE. Anolis had its own space for showing its newest Calumma™, Ambiane® and Eminere® product ranges, while Artistic Licence displayed its popular lighting control technology products which are a favourite for integrators and installers.

Avolites - recently acquired by Robe - featured its latest show lighting consoles on a designated part of the stand, emphasising the synergies and links existing between all these symbiotic Robe businesses as well as their strengths as individual brands with their own identities.



Robe sees ISE as a perfect 'crossover' expo linking multiple sectors and all its brands together. Its

international team was on the stand reflecting the diverse interdisciplinary appeal of the show and the interaction and overlap in technologies servicing different areas of the entertainment and leisure spectrum.

The ISE 2025 space is already booked, with the lighting and staging elements in Hall 6, even closer to the nucleus of the expo. The booth will be larger, and the team is already looking forward to another positive start-of-year experience.

***Photos: courtesy Robe s.r.o.***