

# Robe launches iPhone App

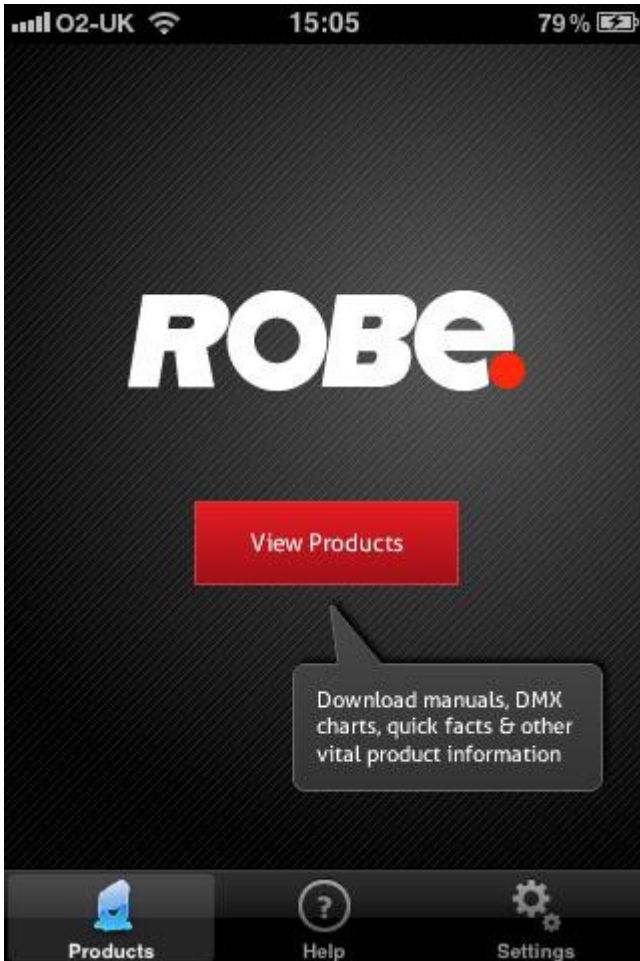
Posted on May 20, 2011

20 May 2011

Robe lighting embraces the iStyle trend with great flair, launching a new App available as a free download to run on iPhone and iPod Touch.

The 'Robe Product Reference' App contains comprehensive information and statistics covering the full Robe product range, including an entire catalogue of 'key data' in the form of one sheet with all the essential technical information you need to know about Robe. The App also has user manuals, DMX charts, gobo layouts, etc. and allows users to download and hold as much reference information as they need.

## Robe launches iPhone App



Photometric charts, video demonstrations and assorted other information will be added in the coming weeks.

It is intended as an invaluable tool for lighting designers, operators, programmers and technicians who are on the move, enabling them to have the crucial facts and figures at their fingertips wherever they are. These can then be used for a myriad of purposes from being included in the creation of a design or drawing to compiling a specification or quote, as well as during programming or troubleshooting at a gig.

The App was developed by Leeds based digital media agency, Creode, and co-ordinated by Robe UK.



Says Mick Hannaford, MD of Robe UK,

“Communication is a key element in providing a premium service, and in a fast moving time-conscious world, having a set of practical and useful resources on hand to assist our users wherever their location, time zone or situation is all part of the Robe philosophy”.

New information, updates and additions to the Robe range will be added automatically to the stored data when the App is run.

‘Robe Product Reference’ has been developed initially for these two Apple products following extensive research that revealed these as currently the most popular among lighting designers and technicians. It will also run on iPad and iPad2, with a fully graphically optimised version for

## Robe launches iPhone App

these tablets in the pipeline.

Possible future developments include versions to run on Android OS, Blackberry and other mobile smartphones and hand held devices.

