

# Robe LedPOINTE Hits it Off in the UK

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Robe's new LedPOINTE moving light is blazing a trail of interest across the UK market with rental and production companies investing in, and lighting designers and show operators loving this bright, versatile contemporary and - obviously - more sustainable version of Robe's legendary original Pointe!



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*(Above): Courtesy Firebird Events*

Six busy UK lighting companies gave us comments and feedback relating to what motivated them to choose this outstanding white source luminaire which utilises Robe's advanced TE™ 280W HP (High Performance) White LED TRANSFERABLE ENGINE.

LedPOINTE delivers 200.000 lux at a distance of 5 meters and has quality CMY colour mixing and a host of cool features to boost creativity and the ability to produce WOW factor lighting moments!

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*(Above): Courtesy TSL*

South East England-based **DPL** recently invested in 52 x LedPOINTES and are clearly confident it is the right light for their inventory.

This successful and well-established enterprise supplies lighting, rigging, power distribution, dry hire, and production design across numerous sectors, and over the last 30 years has become a favourite for many festivals, concerts, and corporates.



*(Above): Courtesy Firebird Events*

DPL production manager James Cobley explained that with the original Pointe becoming a go-to beam luminaire for DPL, LedPOINTE “seemed like a natural step forward and is certain to become a new industry standard for LED beam lights.”

He highlights the numerous popular classic Pointe features that have been incorporated into the LedPOINTE, “plus SO many exciting new ones!”

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For DPL, the CMY colour mixing was a game changer, and James thinks that Robe's SpektraBeam™ feature will be a big hit among LDs.

Farnborough, Hampshire-based **Firebird Events**' head of production Will Coles said they were looking for a moving head spot light that could perform as well as their Robe T1 Profiles and was a bit more compact for smaller shows.

“Changing up from the traditional discharge Pointe to LedPOINTE was a no-brainer decision for us,” he stated, commenting on the initial purchase of 8 x fixtures. The LedPOINTE's continuous pan and SpektraBeam effect really enthused the team as a way of getting new, cool, and different effects from traditional 'gobo looks'.

Firebird Events' new LedPOINTES have been out on plenty of events including the “Q You Awards” for Q Hotels, staged at the Chesford Grange Hotel, Kenilworth (LD Nathan Wan).

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*(Above): Robe UK. Courtesy DPL*

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Oliver Gee, MD of Bedford-based **Red Event Production**, which focuses on lighting corporates, awards shows, conferences, and outdoor work, have purchased 24 x LedPOINTES that were supplied in both two and four-way flightcases.

This was part of an upgrade to their existing lighting stock. They wanted a 'go-to' fixture, with a big output, expedient size, light weight and amazing effects, and one that was an overall smooth, precision fixture - "basically something to elevate the looks and style at drinks receptions, awards nights, gala dinners and other business events," explained Oliver.

"We were looking for the next big thing, and the LedPOINTE seems to be it!"

They had been on the lookout for some months, and all agreed that the start of a product lifecycle is also perfect timing for purchasing.

Like James Copley and Will Coles, Oliver reckons the SpektraBeam feature is "sensational" and regards Robe as a premium brand at the top of its game!

SpektraBeam™ is a unique new Robe innovation. It is an effects module with amazing colours, patterns, shapes, etc., that can take lighting designs to new levels of visual impact. This multicoloured, multifaceted prism can be combined with the LedPOINTES second prism wheel to produce outstanding aerial effects.

Stephen Lauchlan is the director of the **S80 Group** and works with his son Alex who is aged 12 and currently one of the UK's youngest rising star LDs.

They recently bought 8 x LedPOINTES and 12 x SVB1s ... and yet again, the SpektraBeam is a favourite LedPOINTE feature "due to the uniqueness and variety it offers over other fixtures in a light show," confirms Stephen.

S80 Group's LedPOINTES have already been enthusiastically used on corporate events with the Hilton Group, the National Museum of Scotland and at the EICC in Edinburgh.

Stephen mentions that Robe UK have been fantastic to deal with, "Very professional, hospitable and have given us valuable, impartial advice, as well as carefully including Alex in the sales process! This level of engagement and customer care has made a significant impact, and we

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have full faith in their products and services,” he stated.



*(Above): Courtesy DPL*

The communication and aftersales support have been so impressive that they are looking forward to the next Robe purchase soon!

Sam Tamplin, managing director of Basingstoke-based **TSL** agrees ... that the original Pointe had become a “proper benchmark” with LDs through its adaptability and multifunctionality. “We wanted to continue offering the latest version of this iconic fixture type in a new form factor and with CMY colour mixing,” he noted, underlining that the CMY is a big step forward from the original Pointe.

TSL has enjoyed a long relationship with the Robe brand and has “always been able to rely on the team at Robe UK for excellent ongoing tech support and maintenance.” The majority of their Robe purchases over the years have been solid investments that yielded great ROI, and Sam anticipates that “LedPOINTES will have a long and successful life here.”

**Vevo Events** purchased 24 x LedPOINTES to have in the inventory to service their ongoing work, which is predominately in the corporate sector. CEO Liam Peake reckons that it is “a great multifunctional fixture for the application with multiple features, compact size, and manageable weight. We feel it’s the best product for the job!”

They have added the optional CRMX wireless kit to all the fixtures, which, together the luminaire being an LED Spot, Beam, Wash and FX unit, means they can be quickly deployed, offering all that versatility from a single fixture.

The Reading-based company has already used its LedPOINTES extensively for many projects around London including the International Restaurateurs Dinner at The Rosewood; the St Georges Day Festival in Trafalgar Square, London; the Renewables Procurement & Revenue Summit conference staged at Tower Bridge together with several awards shows at The Roundhouse as well as the Audi Sponsor Tent at Henley Festival.

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*(Above): LedPOINTE. Courtesy DPL*

Liam feels that Robe is “the market leader in designing and manufacturing consistently exciting new and innovative fixtures that allow our company to expand and boost our rental and design services.”