Robe MMX WashBeam Wins

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– *Courtesy Louise Stickland*

Robe's innovative new ROBIN MMX WashBeam moving light won a prestigious 'Etoile du SIEL' (Star of SIEL) Award for Technical Innovation at the 2013 SIEL trade exhibition in Paris – France's leading international expo for the professional lighting, sound, video and entertainment technology industry.

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The MMX WashBeam was entered into the Lighting Category. The fixture offers multiple features in one unit, and combining a Philips Platinum 35 lightsource with Robe's advanced optical system, provides an output exceeding most traditional 1200W products.

The Etoile du SIEL Awards were judged by an independent panel of industry experts, including lighting designers, technical and creative directors and representatives from top rental companies.

They closely examined each nominated product, before conferring and making their final decisions.

Over 70 originally entered products were whittled down into 17 'finalists' that were examined by the judges. From these, they selected the winners.

They were impressed by many elements of the MMX WashBeam including the internal automated 'Barn Door' assembly, which enables individual control of each 'edge' of the light output, and the complete assembly also rotates through 180 degrees.

Using an alternative lens, the WashBeam can be switched from a soft edged wash light – extendable out to 60 degrees – to a tightly collimated 2.5 degree beam effect unit.

A rotating gobo wheel with six rotating gobos is specifically designed for creating powerful aerial effects.

Both lens options retain the key performance features of Robe's MMX family – full and fabulously smooth CMY colour mixing, saturated colour wheel, variable CTO and hot spot control, plus motorised zoom & focus.

As soon as the Awards were announced at the show, visitor levels to the already busy Axente stand were boosted as people flocked to see the MMX WashBeam in action!

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Robe’s Key Account Manager for Europe Ingo Dombowski on the left and Axente’s Jerome Brehard on the right, accepting the Award.

Robe also won an Etoile du SIEL last year for its ROBIN DLX LED moving light, so Ingo and the team were absolutely delighted to repeat the honour again, especially after the new ROBIN DLF Wash winning a PLASA Award for Innovation.

Robe’s Key Account Manager for Europe, Ingo Dombrowski comments, “It was a very big honour to win another SIEL Award and have another innovative design recognised by the industry. The latest ROBIN products including the MMX WashBeam all have a great future and we are enjoying unprecedented interest in the range.

“Robe as a manufacturer underlines its commitment to driving technology forward, developing

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smaller, brighter, lighter fixtures and communicating closely and constantly with designers and specifiers about their present and future needs and ideas”.

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