

## The Claypaky XTYLOS wins two awards at LDI 2019



At what was defined by show manager Jessi Cybulski as “one of the best LDI’s ever”, the XTYLOS Beam Moving Light *broke the bank* in Las Vegas and took home two of the prestigious Awards assigned to the top products in the business.

The Best Debuting Product Award has always been one of the keynotes of LDI. The Xtylos was the only product in the lighting category to win this coveted Award, which has been presented to the best debuting products at the Las Vegas exhibition for several years. Claypaky CEO Marcus Graser and Julie Smith, managing the USA Claypaky customer care operations, accepted the Award.

Furthermore, Xtylos also won the Best Advancement in Lamp technology Award. This Award is given to all products that are considered to be highly innovative compared with the past.

Marcus Graser commented: “We have invested a lot of resources in recent years not just to create an innovative luminaire, but to conceive and develop a totally new technology combining the strengths of OSRAM and Claypaky, which could benefit our entire industry. We are pleased with the awards the Xtylos has received, which are an acknowledgement of our continuous and constant efforts to generate Innovation”.

This LDI edition also saw the official launch of Claypaky North America ([www.claypakynorthamerica.com](http://www.claypakynorthamerica.com)), which consists in a facility based in Dallas, Texas, for the North American customer care. In addition to decreasing delivery times by stocking finished goods, the Dallas facility will provide support, repairs and parts, also in stock. Moreover, it will house a product demonstration space and feature a hands-on Technical Service Training Centre.

Julie Smith said: "I recently partnered with Claypaky and was immediately able to appreciate the great professionalism and enthusiasm of the entire team. I am sure that our presence in North America will make a decisive contribution to being closer to our customers in a concrete way."

Claypaky's European and American Team created a welcoming and well-designed booth, in keeping with the *It's Real* campaign that marked the launch of the Xtylos in North America. Dedicated demos and in-depth sessions took place every hour. Visitors were also able to appreciate the compact, high-performance Mini-B, the excellent HY B-EYE, the Axcor series fixtures, the highly appreciated Sharpy Plus, and three fixtures which made their world premiere at LDI:

- Sharpy Plus AQUA is an IP65-rated moving head fixture, designed in the spirit of the award winning Sharpy Plus platform and perfect for outdoor events, touring, permanent installations, cruise ships, and much more.
- ReflectXion is an innovative moving mirror unit with adjustable-speed 540° pan and unique, continuous tilt movements. It features a highly reflective mirror on both faces, suitable for any moving light.
- CloudIO, the first digital maintenance solution in the industry, provides technicians with comprehensive diagnostics for Claypaky fixtures. It can interface and communicate directly with up to 31 lights in series.

The LDI show was also marked by two major events: The Knight Of illumination USA awards, for which Claypaky is headline sponsor for having conceived and created the original format over ten years ago in the UK, and the Xtylos Party, which Claypaky hosted in the prestigious setting of the Palms in Las Vegas.