

The Esprite and Tetra2 hit the right spot at the Robe Roadshow in SA

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The Robe Esprite and Tetra2 have received a fantastic response across the world, from tradeshows such as the recent LDI (Lighting Design International) in Vegas, right down to the southern-most point in Africa, where local distributors DWR Distribution hosted a Robe Roadshow during the first week of December.

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“It has been a while since a product has made such an impact in our market, and both the Esprite and Tetra2 have blown us away,” said Duncan Riley, managing director of DWR. “While the roadshow – hosted in Cape Town, Durban and Johannesburg – coincided with the busiest time of the year for many in our industry, we were pleased to demonstrate the fixtures to several key industry players. We were very grateful to those who were able to join us, and for the positive feedback that they gave. A big thank-you to the Roxy Revue Bar at the GrandWest Casino in Cape Town and the Grace Family Church in Durban for hosting us.”



Demonstrations were held on the hour between 10 am and 4 pm throughout the Roadshow by DWR’s Jannie de Jager and Harry von den Stemmen, International Sales Director at Robe.

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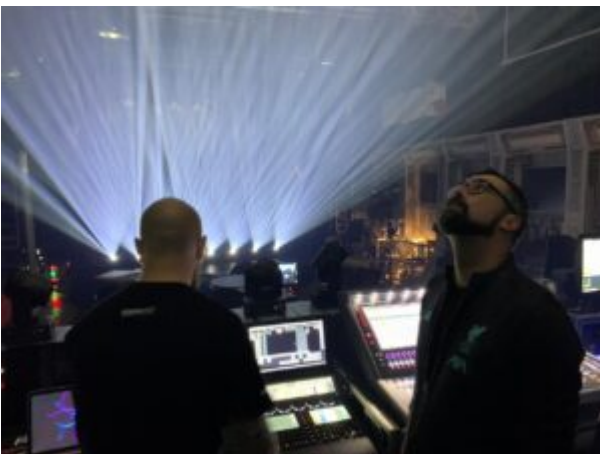
Theo Rood (MJ Event Gear), Harry von den Stemmen (Robe), Mike Jones (MJ Event Gear), Duncan Riley (DWR) and Guillaume Ducray (AV Unlimited).

“The enthusiastic response to the new fixtures during the South African Robe Roadshow is in line with what we have experienced on a global scale,” says Harry. “We have just enjoyed what I consider to be the best and most successful LDI ever, as The Tetra2 and Esprite are breaking records. It’s amazing,” he exclaims.

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The Esprite LED automated luminaire is a new technology that utilises a transferable white source LED engine. “While many people won’t admit it, LED deteriorates over time, which is something Robe wanted to address,” Harry explains. “We’ve developed the transferable engine for two reasons. Firstly, we wanted to demonstrate our independence as a manufacturer by building the engine in-house. Secondly, the transferable engine enables users to swap out the LED engine, as you would a traditional light bulb. As a result, users can upgrade their light sources at any point in the fixture’s lifecycle, eliminating the need to replace the whole fixture,” Harry explains. He goes on to add that “if you have one bad light out of twenty, you can replace the engine in ten minutes, and it will cost no more than two traditional bulbs.”



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The transferable technology dramatically reduces the cost of ownership on luminaire fixtures and is a revolutionary innovation on LED movinghead lights. Harry also points out that Robe utilised all of their propriety knowledge and expertise during the research and development phase of the Esprite. “We have put everything that we know into the light, and we know a few things about moving lights!” he muses. “So, I consider it a very good lighting package.” Harry points out that the Esprite is a perfect solution for rental companies and production applications, especially in light of the fixture’s impressive 27kg weight and compact design.

The second star of the Robe Roadshow was the Tetra2, a linear bar that builds on Robe Spider and Tarrantula technology.



Explaining how this unique fixture came to be, Harry shares a now-popular quip, no doubt enjoyed by many at the most recent LDI in the USA. “A Spider walks into a bar,” he muses, “which is exactly what this unit is! While it has the elements and DNA of the highly popular Spider, it has been housed in a linear fixture, the bar,” he goes on to explain.

According to Harry, the Tetra2 has a new compact design that allows end-to-end placement on stage or truss, which maintains equal spacing between pixels. The homogenised beams, together with the smooth 10:1 zoom, provide a washout to 45°, a footlight, a wall graze or dynamic in-air

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effects with fast-paced sweeping movements. The Tetra2 is enabled with two of Robe's patented Multi-Coloured Flower Effects (MCFE), which enables the pixel-driven fixture to project nuanced in-air animations.

Jannie de Jager was instrumental in giving the audience at the Robe Roadshow a first-hand demonstration of the capabilities of the featured fixtures. "There is nothing gimmicky about the Esprite," says Jannie. "It does what is supposed to do, and it does it very well!" he points out. "I see the Esprite becoming the solid workhorse of the industry in future, and the fact that you can swap out the engine once you start losing light output places the Esprite in a league of its own," he concludes.

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Commenting on the Tetra2, Jannie says “The Tetra2 is an incredible effects-driven fixture. The high brightness and narrow zoom make them perfect for creating a light curtain.’ The Tetra2 is also fully pixel mappable, which is great for creating pixel effects or running video over them. I am excited to see more of these in the market.”

The sentiment was echoed across South Africa:

“Thank you for the invitation to attend the recent Robe Roadshow in Cape Town. These gatherings are something to look forward to and to cherish. It was so good to be among a community of people who are involved in Showbiz and are keen to know more about the latest trends in lighting.”

- Mannie Manim, producer, director and lighting designer.

“The Robe Roadshow was well attended by a wide range of interested people from churches to theatres and rental companies alike. Jaws dropped as the Tetra2 showed its flower effect and the Esprite was said to be a true revolution in the Spot market, with its transferable engine being the highlight.”

- Bradley Bruchhausen, DWR Distribution Cape Town

“I’m delighted about the Esprite, especially how bright it is and the range and quality of colours you can from the fixture- it will be good for television. The Tetra2 is a very exciting little light, a nice bar that is dynamic and will add great effects to a stage.”

- Joshua Cutts, Lighting Designer, Visual Frontier

“One might think of the Esprite as a ‘Beast’ by default because of its incredible output. However, that would be a misguided assumption as there’s so much ‘Beauty’ to be found within the features. As for the Tetra2, my mind was racing while watching the demo, as all I could think of was the incredible potential the Tetra2 offers. The creatives are going to have a field day with this fixture.”

- Michael Taylor-Broderick, DWR Distribution Durban

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“The Tetra2 is a great unit and I think that it’s going to do very well.”

- Mike Jones, MJ Event Gear

“The Tetra2 is a really good fixture. At 27 kilograms, the Esprite is also impressive for an LED.”

- Guillaume Ducray, AV Unlimited

“The Tetra2 is very useable, a very clever light. I love the fact that it is pixel controlled and that it forms a wall of light. I love the fact that you can make it white, and blackout the background. One could potentially set up your stage behind the wall of light, and the audience won’t be able to see through it.”

- Garth O’Kelly, Fogtech

“The units are extraordinary, and the Tetra2 is my favourite. Can we get some?”

- Mark Gaylard, MGG