

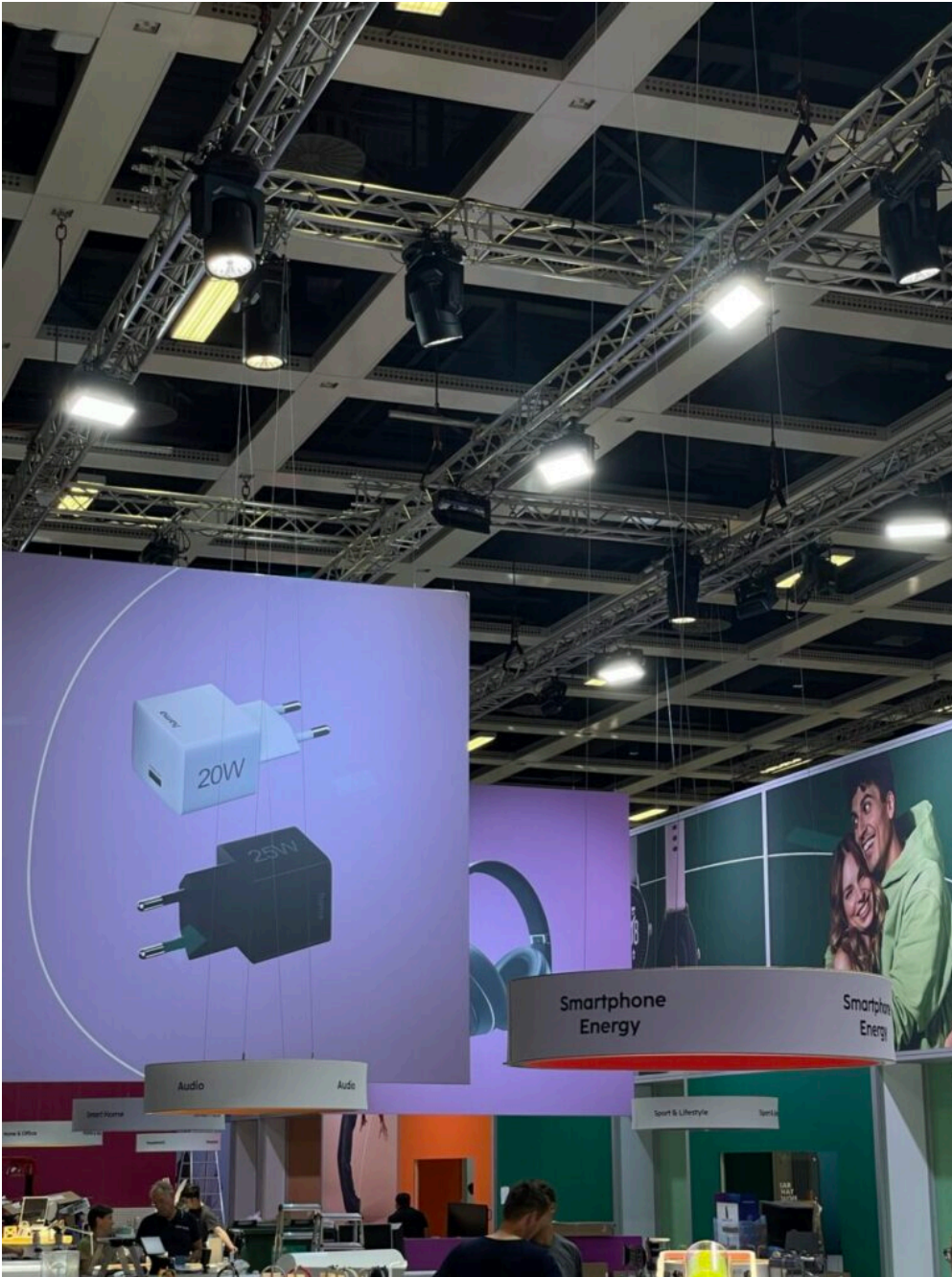
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augment tradeshow solutions

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**Germany** - German digital solutions company HTFmediserv GmbH & Co. KG has invested in Vari-Lite VL5LED Wash luminaires from [Signify](#) (Euronext: LIGHT), the world leader in lighting, to provide high intensity lighting capabilities and eye-candy effects for its tradeshow and events customers.

The move follows a change of direction for the company after the COVID pandemic, with the new business focusing on high-quality lighting and AV solutions for clients, in addition to digitization processes implementation. HTF already holds a series of Vari-Lite VL3500 luminaires and the VL5LED Wash fixtures will complement the offering.

“We have experience with the Vari-Lite brand, which still enjoys a good reputation,” says HTF’s Managing Director, Thomas Füllengraben. “The VL5LED Wash attracted me with its proven design, its high intensity and new additional functions. On the one hand, we can use it specifically to illuminate exhibits on-stand and play with great color mixing, zoom and frost. On the other hand, the moving light offers an additional level of design with its new LED ring. The VL5LED is not just a lamp, but a design element, and this combination knows how to convince in the trade fair business.”

The fixtures were first implemented by HTF at HAMA’s IFA trade fair stand, and in a pop-up store in Hamburg for luxury German fashion brand JOOP!. A key factor in the HTF’s investment was the energy-efficiency and cost-effectiveness provided by the VL5LED Wash, which offers more than two times the efficiency of lumens per watt of output when compared to the original VL5.

“The VL5 is a design icon,” adds Füllengraben. “With the VL5LED Wash, we have succeeded in marrying this piece of history with the advantages of modern LED technology. The latter, in turn, plays a major role in the trade fair sector in particular as there is a general increase in demand for energy- and cost-efficient lighting solutions, fueled in particular by rising energy costs.”

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The VL5LED Wash luminaire's Dichro\*fusion blades create a soft, variable frost effect, while the RGBALC color system offers a wide range of color options. The separate LED ring allows the blades to be controlled in a different color than the LED engine. Combined with the 10-40° zoom, designers are offered a range of new visual options, which allows for more flexibility and creativity than using classic LED wash fixtures.

The new Vari-Lite fixtures were supplied by Cast. "Working with Cast is always a good experience and is based on partnership," says Füllengraben. "What I particularly appreciate is that you can talk openly and honestly about everything."