

24.2.2013

## Josef Valchar Presents LED Moving Light Technology Seminars in Australia

### Products Involved

LEDBeam 100™   LEDWash 1200™   LEDWash 300™   LEDWash 600™  
LEDWash 800™   ROBIN® Actor 12   ROBIN® Actor 3   ROBIN® Actor 6  
ROBIN® DLF Wash   ROBIN® DLS Profile   ROBIN® DLX Spot

Robe lighting's CEO Josef Valchar was invited to present a series of seminars in Australia addressing the major aspects of LED moving light technology.

'These were organised in conjunction with Robe's Australian distributor, The ULA Group, and were part of the CX 2013 Summer Roadshow, promoted by CX Magazine, the country's leading industry media portal.

The Roadshow visited six major cities – Perth, Adelaide, Melbourne, Canberra, Sydney and Brisbane - and was attended by a variety of interested parties including theatre companies, venue managers, students, production companies, etc.

With LED technology and green issues being such a hot topic there was intense interest in Josef's seminars, which covered a variety of aspects – from the basic principles of moving head technology, the advantages of this vs. discharge lightsources through to the functionality of multichip LEDs.

There was also an overview of Robe's 'ROBIN' concept and an in depth look at the specific characteristics of Robe's Award-winning ROBIN LEDWash and DL Series of fixtures.

Sustainability, low power consumption and green impact was high on everyone's agenda and an area in which Robe is fully committed to pioneering new methods and techniques to achieve the best results.

The subjects covered were chosen by Josef following consultation with ULA, who in turn had canvassed feedback from their client base. The presentation was followed by some lively and animated Q&A sessions!

"It was an invaluable opportunity for everyone to meet Josef in person and speak directly not just with the owner of the company, but the person very much at the core of Robe's present and future brand product development," states ULA's MD Cuono Biviano.

Says Josef, "It proved a great chance to get right in front of the people who are using or interested in our products, hear their opinions, wants and ideas first hand and discuss how these might affect potential future developments. We are listening very intently! It was also good to spend time with ULA and their extremely dynamic and proactive team who are all fantastic brand ambassadors".

