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# Creative Technology Middle East's first delivery of Robe FORTES and LEDBeam 350s

## Products Involved

**FORTE®** **LEDBeam 350™**

Creative Technology (CT) Middle East has made a major investment in Robe moving lights with the purchase of FORTES and LEDBeam 350s which join the company's busy and expanding rental fleet at their Dubai HQ, servicing projects across the UAE, Saudi Arabia, and Qatar.

Whether your event is indoors or outdoors, CT are known to push the boundaries to provide their clients with the very latest technology and equipment.

Sam Connolly, Head of Lighting for CTME, explained that it was important to invest in Robe's innovative technology for several reasons. While the company is well known for its full-service, they have recently expanded further into their lighting department, making huge investments in lighting fixtures to ensure they can be the number one service provider in the region. When Sam came onboard, he started looking for flexible and multifunctional luminaires that would offer immense value for CT's diverse cross section of projects.

Sam has always been a Robe fan, so he automatically considered Robe's latest products as an option. It was a prerequisite that they were LED light sources to align with the rest of CT's inventory.

Sam highlights the concept similarities - maximum power and multiple creativity - between the BMFL and the FORTE - and Robe's ground-breaking TE (TRANSFERABLE ENGINE) technology was another factor helping them make the decision.

Unique and patented, Robe's TE LED technology offers the option of fitting different and interchangeable LED engines into the same fixture hardware, which can be quickly changed / 'transferred' in 5 to 7 minutes. This elongates the lifespan of the very robust hardware and enables companies to change the lightsource if needed to fine tune for different applications, e.g., theatre shows or TV productions.

In the LEDBeam 350, Sam wanted a fixture that was a genuine wash and beam luminaire in one housing, and after seeing the initial demo from the Robe Middle East team, he really liked what he saw. “It ticked all the boxes,” he confirms.

Sam was especially keen to keep the rental inventory streamlined and focused on fewer fixture types that could achieve multiple results, rather than have a multitude of different lights. “Two is a perfect number,” he noted, observing that all the Robe ranges work well together and complement one another nicely with matching colours and similar quality of light output.

Yet another reason for choosing FORTE was so the new lights could be used on their existing RoboSpot remote follow spot systems.

Sam expressed, “The new fixtures are a great asset to CT’s growing fleet and will be soon heading to Doha for the 2022 FIFA World Cup to join another 200 Robe fixtures on various show-stopping events across the country.”

Photo Credit: courtesy CT Middle East



