

22.10.2010

## **Robe ROBIN Roadshow in Russia**

The Robe ROBIN International Roadshow reached Russia in style at the Moscow Music exhibition, organised by Boris Krylov, regional sales manager for Russia and the CIS together with Robe's Russian HQ and their various local distributors.

A separate area of the exhibition hall - which proved an ideal location - was utilised for the presentation of the Roadshow, that was led by Robe's Petr Vanek from technical service and Boris Krylov. The demos were open to exhibition visitors, distributors and their guests, who were invited through a combination of Robe's local partners, the press and via the Internet.

The Roadshow included an in-depth look at the latest launched products, including the ROBIN 600 LED Wash and the ROBIN 600 Series Spot, Wash & Beam, along with the ROBIN 300 Series Plasma Spot and Wash, the CityScape 48 and 96 LED wash units and the CityScape Xtreme.

The Roadshow event ran for all 3 days of the exhibition with 8 scheduled general demos plus a number of private demos for certain clients and interested parties. In excess of 100 people participated including lighting and visual designers, programmers, rental and installation companies, venue technical managers representing a myriad of industry sectors including live concerts and events, TV and theatre. Visitors came from more distant regions like the Ukraine and Azerbaijan as well as from Russia and the CIS, such was the level of interest.

All the products drew interest, but the ROBIN LEDWash 600 proved the star of the show - with its super-slim construction and 37 individually controllable 10 Watt RGBW multichip LEDs which are arranged in 3 concentric rings.

People were impressed by the light output, projection quality and attractive pricing of the fixtures in general plus their availability in white.

It was also clear that the LED products and the ROBIN series attracted plenty of attention due to their low power consumption, which adds plenty of flexibility to any situation.

Boris Krylov comments, "This Roadshow was a great success and is an excellent way of us talking to end-users and specifiers direct and getting their honest feedback. It also enables us to show those who don't always get to the international trade shows the latest technology, and chat with them about future possibilities and innovations".

He adds that they definitely hit the market with the right product in the ROBIN LEDWash 600.







