

9.8.2024

# Princess Cruises Selects Robe TE Fixtures for Immersive LED Lighting and Sustainability Enhancement

## Products Involved

**ESPRITE®** **PAINTE®** **Spiider®** **LEDBeam 150™** **ParFect 150™ RGBW**

Princess Cruises, a leader in worldwide cruising, has taken a major step toward sustainability and delivering outstanding live performances by upgrading the lighting rig in their 1000-seat Princess Theatre on the Crown, Emerald, and Ruby Princess ships. In a project completed in 2023, Princess Cruises Fleet Lighting Supervisor Matt DeJong and the Princess Entertainment Technical team selected Robe Lighting TE (TRANSFERABLE ENGINE) fixtures, ushering in a new era of LED lighting technology to enhance the cruise line's entertainment offerings.

## Key Highlights:

**Eco-Friendly Lighting:** The Crown Class lighting revitalization project included 69 ESPRITE Profile, 87 Spiider, 78 PAINTE Profile, 98 LEDBeam 150, and 48 ParFect 150 wash luminaires, which has reduced the Crown Class' overall electrical consumption by an impressive 50%. This not only benefits the environment but also leads to reduced HVAC draw and overall fuel costs. Additionally, it significantly reduces operational and maintenance expenses. Princess Entertainment continues to invest in engaging and eco-conscious technologies to enhance guest offerings and sustainability goals.

**Robe TE Technology:** Robe's revolutionary Transferable LED Engine technology allows for easy replacement of light engines, extending the fixture's lifetime and avoiding costly and time-consuming full light engine replacements. This technology provides the flexibility to choose engines, including HP (High Performance), HCF (High Colour Fidelity), TGW (Tungsten White), or the MSL-TE™ (Multi-Spectral) engine. This ensures optimal color rendition for every performance.

Spectacular Performances: The new lighting system enhances Princess Cruises' award-winning in-house entertainment offerings, including major original productions created in partnership with Stephen Schwartz, an Oscar, Tony, and Grammy award-winning composer.

### **Project Details:**

The lighting rig upgrade for Crown, Emerald, and Ruby Princess was a significant undertaking in 2023. Robe Lighting delivered all fixtures on time for immediate installation, leading to reduced power consumption and maintenance, making the rigs more efficient for use. Working with EMF Lighting, the lighting design team was impressed with the innovative features and impressive output of the small form-factor, feature-rich fixtures. The enhanced color rendering across the TE Engines and Osram engines of the Spider and LEDBeam fixtures has revitalized the shows, providing vibrant and saturated visuals. Onboard lighting technicians have praised the new lighting rig for its ease of use, ease of service, and its ability to enhance their designs and operational needs. Notably, the new Robe lighting system has reduced the operating noise by 53db, improving audio fidelity for guests and on-stage monitoring systems.

Matt DeJong, Fleet Lighting Supervisor for the Princess Entertainment Project team, chose Robe Lighting due to the impressive range of fixtures and Robe's global support system, ensuring on-demand assistance no matter where in the world any Princess cruise ship might be. Princess is always grateful for the quality engineering and QA provided by Robe as all equipment worked straight out of the box, which allowed the project team to complete these time sensitive, in-service installs, with minimal disruption to onboard operations.

In addition to the all-Robe automated lighting rig, the Crown Class lighting setup was complemented with additional conventional fixtures, strobes, and UV effect units.

### **About Princess Cruises:**

Princess Cruises, established in 1965, is renowned for its innovative ships, exceptional customer service, and worldwide cruising. With 15 modern vessels and more than 170 different itineraries, Princess Cruises offers travelers the opportunity to explore destinations across seven continents. Part of Carnival Corporation, Princess Cruises is dedicated to creating lasting memories and authentic connections for guests, crew, and local destination experts.

### **About Crown, Emerald, and Ruby Princess:**

Crown, Emerald, and Ruby Princess are grand-class cruise ships accommodating 3,114 guests and 1,200 crew members. They are the largest of the seven grand-class vessels in the Princess worldwide fleet.

Photo Credits: Matt DeJong, courtesy Princess Cruises







