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Robe LEDBeam 100s Make Impact in South Africa

Products Involved

LEDBeam 100™

Robe's incredible LEDBeam 100 is already making a massive impact in South Africa! Johannesburg based MJ Event Gear is among the country's leading rental operations, and one of the first to take stock of these amazing new small, mega-bright-and-fast LED beam moving lights, which went straight out onto a show for Swedish automotive giants, Volvo.

Staged in Ballroom 3 of the Hilton Hotel, Sandton, Johannesburg, and attended by around 60 exclusive guests including Volvo management and some of their top clients, it honoured the outgoing President of Volvo South Africa, Anders Lindblad. MJ was working for event producers, Tinder Box. MJ's Head of Lighting and Senior Designer Johnny Scholtz created and operated the eye-catching light-show. The room was relatively compact with a stage and four metres of headroom. The idea was to create a classy, intimate environment for the guests, who were entertained by live performances from Fever Trio, the Star Choir from the Star For Life project (a not-for-profit educational programme) and Swedish pop band and Star for Life ambassadors, Triple & Touch. MJ received their shipment of LEDBeam 100s on the afternoon of the load in from Robe's South African distributor DWR, so MJ's production manager Theo Rood arranged to have 12 of the 24 taken to the Volvo event and used for the first time. They were positioned in a row along the back edge of the stage and used for adding funky effects to the light-show. They were so bright their beams were also used to colour the ceiling during the dinner section of the evening. "The size of fixture was absolutely perfect for this event," says Theo. He adds, "I think they are simply amazing. I love the fact they are so small and compact and pleased that they require very little electricity". This helped enormously at the venue which has limited power available. MJ has a lot of Robe fixtures in its rental stock and has been an enthusiastic supporter of the brand for some years. They are finding that in addition to utilising Robe on their own shows, there is also a healthy cross-rental business with other companies and organisations - all reflecting the popularity of Robe moving lights generally in South Africa. Much of this is down to the fantastic and highly proactive service and support from DWR, which Theo describes as "Simply the best in the world."





