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Robe LEDBeam 100s for SAB conference

Products Involved

LEDBeam 100™

Leading South African technical production and rental company AV Unlimited took delivery of its first 12 Robe LEDBeam 100s fixtures ... also their first Robe purchase.

So anticipated was the arrival of the super-fast, mega-bright, lightweight LEDBeam 100, that lighting designer Victor Vermaak took them straight out on the annual South African Breweries (SAB) Marketing Sales and Distribution Conference.

The fixtures arrived at the warehouse in Johannesburg just 12 hours before they loaded the trucks for the event!

The SAB Conference was held at Cape Town International Convention Centre (CICC) with AV Unlimited commissioned for live communications and event production company WV to supply all the technical elements.

Victor was responsible for lighting a large 'Brand Experience' area featuring individual exhibition set ups for all of SAB's different brands, where delegates could mingle and network between and after sessions in the separate conference presentation room.

Eleven different SAB brands were showcased, and Victor also lit a performance stage right in the middle of the Brand Experience hall with a wide variety of entertainment running throughout the event. This is where the LEDBeam 100s were stationed.

He used the LEDBeam 100s primarily for sharp, punchy, tightly focused effects along the back of the stage. "They were great," he enthuses, "Very fast, very bright and perfect for all the entertainment onstage".

Victor was given an open brief as on how both the brands and the stage were lit.

All the brands got their own separate unique treatment plus an infusion of their relevant corporate colours, while the entertainment stage offered plenty of razzmatazz, movement, colour and texturing from the lighting.

He controlled lighting for the whole area via a grandMA2 lite console.

"I LOVE the LEDBeam 100s," he declares, and in fact they have been on all his gigs since, and are now on his default technical rider. "I don't do gigs without them," he quips.

He is also pushing hard to get more on-board as his bosses are also really happy with the results.

The LEDBeams were delivered to AV Unlimited by Robe's South African Distributor, DWR.



