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# Robe Stays in The Fast Lane at 2013 Geneva Motor Show

## Products Involved

### LEDWash 600™

Several hundred Robe fixtures were in action on two of the highest profile stands for leading brands – BMW and VW – at the 2013 Geneva International Motor Show.

The event was staged at the Palexpo Centre in Geneva. It is one of the 'Top 5' motor shows in the world and attracts over 700,000 visitors.

## BMW

Four hundred Robe LEDWash 600s were in action for the special showcase area on the BMW stand which highlighted the new BMW 3 Series Gran Turismo, specified by Lighting Designer Peter Heilig and supplied by rental company Rockservice based in Salzgitter, Germany.

Peter and SfS Project GmbH were once again asked to produce a spectacular lighting design for the booth that was created to make a connection with the car's interior. The lighting helped emphasize the sense of space and the whole occasion.

In accordance with the exhibition regulations, the stand was no higher than 6 metres, which presented a challenge in creating enough airiness whilst concealing the light sources as much as possible ... and still being able to get all the required effects out of them.

Peter specified the ROBIN 600 LEDWashes again following his very positive experience using them last year on the same booth – when he was delighted with the results.

The small dimensions of the units, their "perfect" colour mixing and "excellent" zoom range were all ideal for the task in hand. He also comments on their "ease of handling and unparalleled reliability". To be certain that everything would work out, a rehearsal scenario was staged beforehand in Munich. This also gave lighting programmer Jan Kirchhoff the chance to start programming three different shows to cover for the different events taking place throughout the exhibition, including press days, public days, BMW Conference and the DTM touring car racing championship presentations. SfS created a 3D simulation of the stand and lighting so he could pre-programme the three shows complete with integrated movie clips – all set to timecode – in just three days!

## VW

On the VW stand, LEDWash 600s were used by LD Jens Langer from technical consultancy RGB GmbH for lighting the stand's architecture.

One hundred and twenty nine LEDWash 600s, in a combination of black and white housings, were used to illuminate the World Racing Car and Innovation sections of the stand. In the Innovation section, the units were lighting the walls as well as the floor areas.

Robe's LEDWash 600s have been used on the VW stand since the Paris Motor Show in October 2012, and, confirms Jens, they were chosen for their "Fabulous colour mixing, bright white light output and zoom range" - all features that are ideal for lighting auto shows. He also commends their great reliability.

To mount the fixtures in the ceiling, special brackets were developed so the lights could be both flush and semi-flush to the roof of the stand.

The LEDWash 600s for the VW stand were supplied by PRG's German office.

Robe's LEDWash product, with its range of 'real' whites, authentic colour temperatures, high CRI and tungsten emulation effects complete with very low power consumption and expedient size ... is ideal for auto shows, and has become popular worldwide for this application.









