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Atención Atención Celebrates with Robe in Puerto Rico

Products Involved

LEDWash 600™ **Pointe®**

Ground-breaking Puerto Rican group Atención Atención - who present an Emmy award winning TV series which uses the medium of music to introduce new words to young children and motivate them to learn - staged a special 15th anniversary show at the José Miguel Agrelot Coliseum in San Juan, Puerto Rico.

The lighting featured several different Robe fixtures which were provided by Entertainment In Motion (EIM), a locally based company that has worked with Atención Atención for 15 years - right from the start!

The lighting design was created by Edgardo Allende and it included 24 x Robe ROBIN Pointes, 12 x ROBIN LEDWash 600s and 24 x ColorSpot 1200 ATs, amongst other fixtures, with the Robes right at the centre of the show.

The Pointes were rigged on side and overhead trusses onstage, the ColorSpot 1200 ATs were all over the overhead trusses and the LEDWash 600s were used as side lights and front washes.

"The Robes worked perfectly! They are fast, bright and their effects are spectacular," stated EIM's owner Lara Alsina. "The light from the LEDWash 600s is clean and smooth ... it's a wonderful fixture ... however my favourite right now is the Pointe. Its beam is impressive and the prism effects unique".

Gustavo Alsina, EIM's Operations Manager, provided on-site technical support.

Entertainment In Motion, one of Puerto Rico's leading entertainment technology companies, was founded in 2006 and provides technical services, sales and rental of lighting equipment, roof systems, trusses and set effects. They work across multiple sectors - TV, theatre, corporate events and conventions - throughout Puerto Rico and the Caribbean.

EIM, the only company in the Caribbean that has Pointes in stock, has had the fixtures for about eight months, during which time they have been constantly in use.

"We are new Robe users but already it has been a wonderful experience - not only because of the quality of the products, but also for the great service," Lara commented.

Events using their Robes have included Corona Fest, Noche de Estrellas de Fidelity, Sal Soul el Evento, Concierto de Rihanna, Homenaje a la banda "The Queen", Concatenan Atención and Día Nacional de La Salsa, all in Puerto Rico.

The Atención Atención concert was completely sold-out and also streamed live on the internet so it could be watched by anyone with internet access who couldn't be there personally.

The group produces a wide range of educational materials for children between 1 and 6 years old - CDs, DVDs, and their famous TV show, which is now in its fourth season and broadcast on Univision.



