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Robe is Centre Stage at EXIT Festival

Products Involved

ColorSpot 700E AT™ **ROBIN® 300E Beam**

The fast growing, ever popular and very cool EXIT festival is staged at the Petrovardin Fortress in Novi Sad on the banks of the River Danube in Serbia, and this year saw over 100 Robe moving lights used extensively to light two of the largest stages.

An amazing line up of international artists included Jamiroquai, Nick Cave, Pulp, James Zabiela, Fedde le Grand, Underworld, Marco Cariola, Beirut, Laibach and many more who were enjoyed by over 100,000 people over 4 days, with the Festival welcoming its 2 millionth visitor over the weekend. Some performances were also broadcast live on national television, adding an extra pressure to the production lighting and visuals teams.

Lighting, audio and scenic LED screen for EXIT 2011 was supplied by locally based Studio Berar, the leading Serbian entertainment technology sales and rental company. They have been supplying cutting edge production equipment to the festival since it started in 2000, and have also been using Robe products enthusiastically for several years.

This was the first time on EXIT that they had used their new Robe ROBIN 300 Beams, 12 of which were deployed in the Dance Arena, along with 20 ColorSpot 700E ATs.

Seventy Robe ColorWash 575E AT Zooms were used as the 'workhorse' fixtures on the Main Stage, hung on overhead trusses and giving the designers many creative options to keep the different performances looking fresh and varied.

Goran Kravić, Marko Malešević, Radoslav Mihalek, Milos Ekić were Studio Berar's four lighting designers assigned to the project. Collectively, they produced fabulous production designs for the three largest stages (two of which featured the Robe fixtures), and also operated the rigs using a selection of Avolites consoles. Meanwhile, Momčilo Berar and Emil Berar project managed and co-ordinated the complete technical realisation for the event, for Studio Berar.

The design team commented that lighting four days of continuous performances and keeping the look and feel of all the different performances varied, interesting and visually stimulating would have been impossible without using the Robe fixtures. "The Robes are dynamic, high-impact effects," they say, apart from which, time and again they have proved totally reliable and "Never let us down".

They particularly like the high speed of the pan and tilt movement and the intense brightness of the fixtures, which is easily up to competing with the large amount of scenic LED screens that were on the stages.They were all particularly impressed with the brightness of the ROBIN 300 Beam for its expedient size. It was the second time that these had been out on a large scale event following Studio Berar's lighting of the Apocalyptica performance a couple of weeks earlier in Banja Luka, Bosnia & Herzegovina.

On the Dance Stage at EXIT, 6 ROBIN 300 Beams were on the floor behind the DJ and 6 in the air.

The Studio Berar designers also commented that the Robes are ideal fixtures for festivals because they are so resilient to the extreme environmental conditions that commonly occur like rain and dust.

The fact that Studio Berar's sales division is also the Robe distributor for Serbia is a great boost for business, especially with the rental and design part of the operation using Robe day-to-day on a myriad of shows and events, underlining their full endorsement and commitment to the brand by 'practicing what they preach'. It also gives Studio Berar staff the additional kudos of being able to speak very authoritatively to clients about the whole Robe range and its advantages and applications.

Studio Berar provides its clients with a complete solution including full post sales service and technical training.

They also commented on the "excellent" support continuously received from Robe, and always look forward to seeing what the next round of innovation and new product development will bring.

For all Serbian inquiries, please contact the ROBE distributor, Light and Sound Design, at www.LSD.rs.

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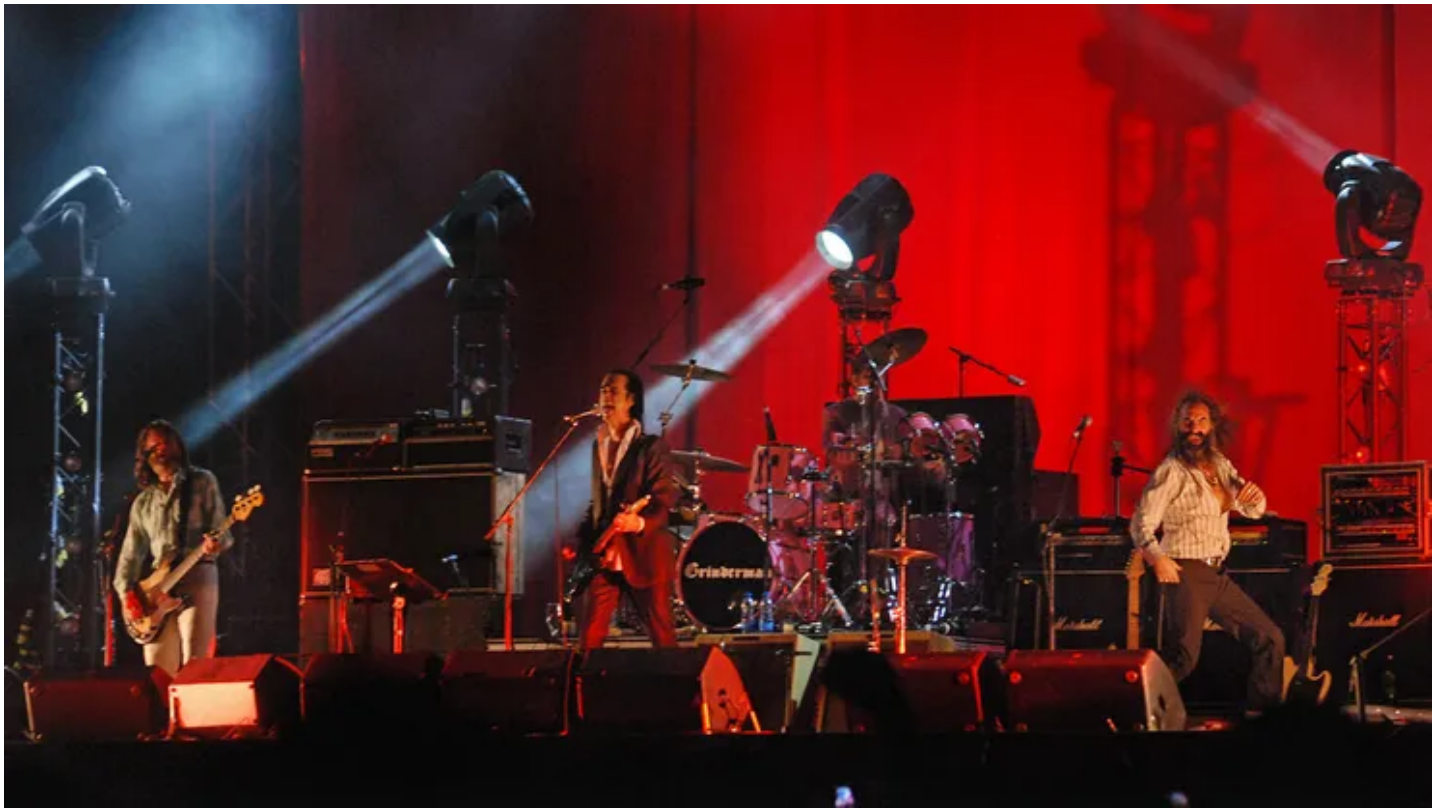

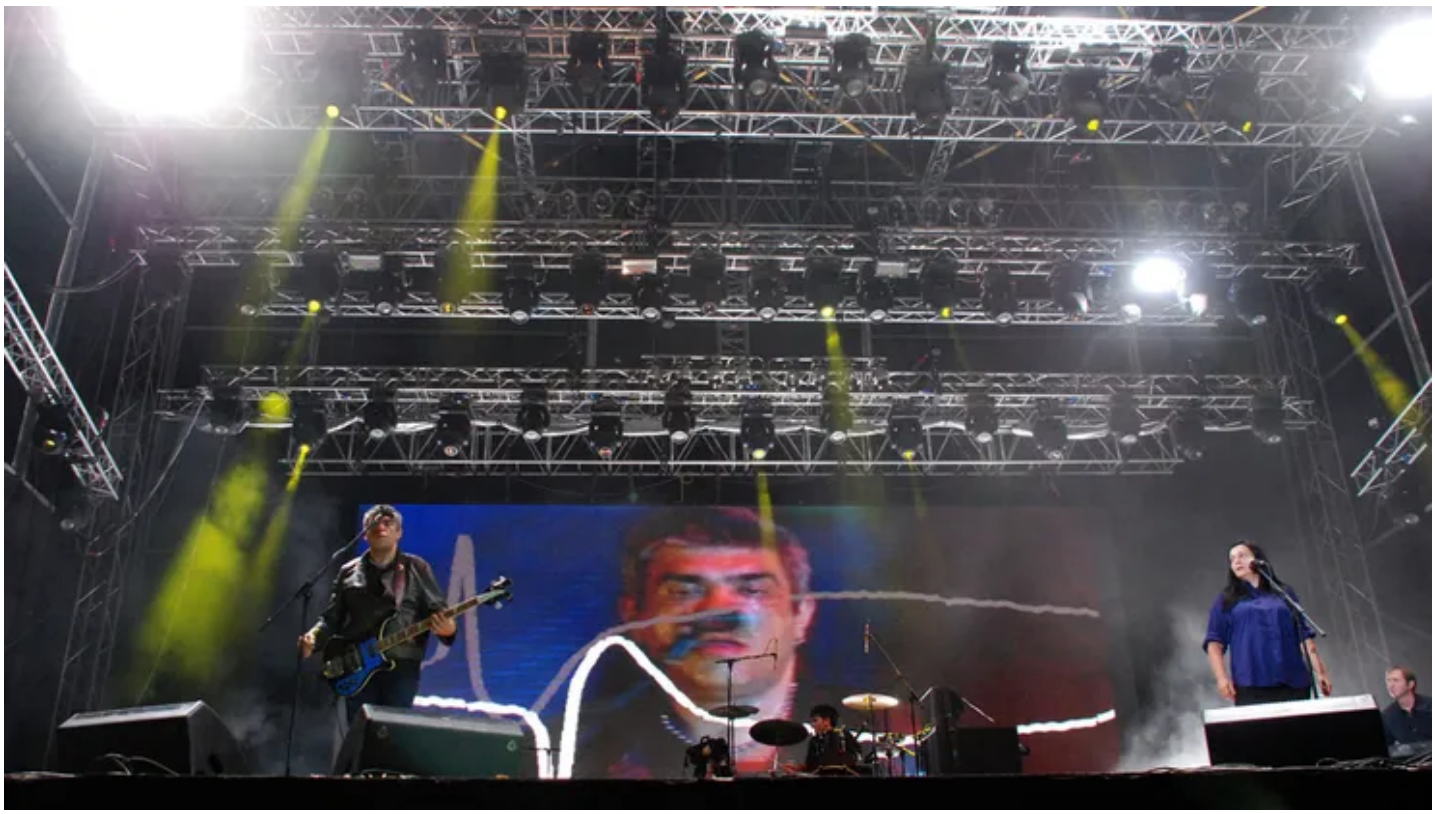

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