

4.3.2016

ULA Represents Robe at the Entech Roadshow

Products Involved

BMFL™ WashBeam ColorStrobe Lite™ ColorStrobe™ DL4F Wash™ DL4S Profile™ DL4X Spot™
DL7S Profile™ ParFect S1™ PATT 2013™ Pointe®

ULA Group represented Robe on the recent 2016 Entech Roadshow in Australia which visited five major cities – Melbourne, Sydney, Brisbane, Adelaide and Perth reaching out to a wide cross section of industry professionals from all sectors.

The one day format of the show - with all exhibitors having the same stand space and freight allocation in the trucks - once again proved a great success. Every city's event was packed with visitors from start to finish and a series of seminars and presentations ran alongside the show floor action.

Featured Robe products included the new BMFL WashBeam, the popular Pointe, the new LED ColorStrobe and the fabulously retro PATT 2013. Aimed at theatre applications the new DL7S Profile, the DL4 range of LED luminaires and PARFect LED PARs took centre stage.

The small size and light weight of all of these fixtures enabled ULA's sales team to maximise their truck space and have more fixtures to show on the stand.

The BMFL WashBeam was also involved in a shootout at each location to determine the brightest moving light on the market right now. It completely easily blew everything else off with its incredible 300,000 Lux at 5 metres! Bringing the technology to each city makes it a lot easier for people to attend, and the one day format means they can focus their time and also utilise it efficiently and constructively.

ULA Group saw people from the worlds of theatre, concert touring, corporate and commercial, television and architectural; a lively assortment of visitors included production and rental companies, LDs and operators plus other end users, venue owners and managers, a host of technicians as well as students and aspiring young individuals.

ULA's MD Con Biviano commented, "We enjoyed a fantastic show, it was great as always to catch up with our industry partners and meet new clients.

All the products were well received and we expect to complete several deals as a result, as well as having plenty of new inquiries to follow up!"

In July, the Entech Roadshow will visit New Zealand for the first time, where it's hoping to repeat the buzz and excitement with events in Auckland, Wellington and Christchurch.

