

14.12.2010

## Robe ROBIN Roadshow in Austria

### Products Involved

CityScape 48™   CityScape Xtreme™   CitySource 96™   LEDWash 300™

ROBIN® 600E Beam   ROBIN® 600E Spot™   ROBIN® 600E Wash

ROBIN® 300 Plasma Wash

The Austrian leg of the ROBIN Roadshow consisted of 3 events, organised by Austrian distributor Signal Sound & Light and presented by 3 Signal staff and Robe's Key Account Manager for Europe, Ingo Dombrowski.

The first Roadshow was at Arena in Vienna, a famous venue with a rich cultural and alternative musical history from rock 'n' roll to punk to more art orientated and experimental genres. The second was at Graz in the Helmut List Halle a brand new stylish multipurpose venue, and the third was at Wels in the Kraftwerks Panoptikum.

The itinerary was chosen to make the Roadshow as accessible as possible to Austrian customers and other interested parties from all over the country.

As with all the current Roadshows, the days featured in-depth looks at the latest launched products, including the ROBIN 600 LED Wash and the ROBIN 600 Series Spot, Wash & Beam, along with the ROBIN 300 Series Plasma Spot and Wash, the CityScape 48 and 96 LED wash units and the CityScape Xtreme.

At least 30 rental companies of varying sizes attended and there were also leading installers like Wels based Kraftwerk, plus several lighting designers. The quality of the visitors at all the events was "Impressive" reports Dombrowski, and on the second day they sold 12 LEDWash 600s to a client in Salzburg who actually saw the fixture 'in the flesh' for the first time on the Wednesday!

As with other recent Roadshows, the ROBIN LEDWash 600 was again clearly the product of "the moment" attracting the most interest, and all the indications will be that it will be a real runaway best seller for Robe.

The elements that people like about the LEDWash 600 include the brightness, small size and light weight, low power consumption and fabulously smooth colour mixing.

Says Signal's Matthias Reinthaler, "Our customers really liked Robe's presentation and the range of marketing materials available, and we have received lots of positive feedback from

the events". He adds that he believes Roadshows are an excellent vehicle for demonstrating products in an appropriate environment.







