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Robe Stages Theatre Workshop in Singapore

Products Involved

DL4F Wash™ DL4S Profile™ DL4X Spot™ DL7S Profile™

Robe staged two highly successful Theatre Workshop days in Singapore to highlight the advantages of its latest designed-for-theatre LED ranges including the powerful DL7S Profile and the DL4 series of LED luminaires.

The event was organised by Robe Asia Pacific and took place at the Institute of Technical Education (ITE) Central's black-box theatre at their Ang Mo Kio facilities, and was attended by over 200 people. The first day featured the general comprehensive Workshop complete with Q&A sessions, while the afternoon was reserved for one-to-one demonstrations for those serious about getting more in-depth with the fixtures in an intimate and close-up environment. On the second day, two complete Theatre Workshop sessions were run.

Topics covered in the Workshop - presented by Robe LD's Andy Webb and Nathan Wan - included the best applications for these products in theatrical and performance environments, a walk-through of the latest innovations introduced by Robe at Prolight+Sound in Frankfurt and PLASA show in London this year ... and a fun-quiz to win selected items of Robe's renowned merchandise.

Participants were also invited to remain after the Workshop for further demos and discussion on all the featured products. The whole style and format of the event has been developed to encourage guests to explore and discover more about the many cool features of these fixtures in a calm and relaxed setting.

In addition to Robe Asia Pacific's Managing Director Louis Teo and his team of Albert Leong, Dhora Shukor, Vincent Tam and Hanslee Lim, Robe's CEO Josef Valchar and Sales Director Harry von den Stemmen were there in person to chat and meet guests, chat and listen to people's comments and feedback about their new products and application.

A special Workshop session for ITE students was also timetabled into the busy schedule.

The sessions were all completely full with a wide range of interested parties - from LDs and specifiers to rental companies and technicians to venue managers and operators, as well as theatre students and technical course lecturers.

The new DL7S and DL4 ranges both received lots of attention. Guests were impressed by the high CRI, smooth and fast framing shutter system, elegant and refined dimming curves (18 bit encoding) and the silent operation - all key issues for theatre and performance applications.

The follow-up feedback has been "Extremely positive" stated Louis Teo, "The quality of the presentation was much appreciated – people found it informative, educational and interesting – and everyone says they learnt a lot. It's a model we will be adopting and running more frequently as we take this Robe Theatre Workshop to other areas in the region".



