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## **Robe 2010/11 International Roadshow kicks off in Israel**

ROBE's new international Roadshow kicked off in great style at the Kfar Hamabia Hotel & Congress centre at Ramat Gan, near Tel Aviv, at an event organised by its exclusive Israeli distributor, Danor.

An impressive turnout of over 500 people - including lighting designers & programmers, lighting technicians, rental companies, venue owners and operators - attended the 1 day event which featured Robe's latest products including the newest in the ROBIN Series - the ROBIN Spot Wash and Beam 300 and 600.

Also demonstrated were the popular CityScape48, CityScape Xtreme and CitySource 96 LED units, Robe's flagship ColorSpot 1200E AT and ColorBeam 2500E ATs moving lights plus the DigitalSpot 3000 and 7000DT models.

The products and the philosophy of Robe's latest technical innovations were presented by Ingo Dombrowski, Key Account Manager for Europe, who also outlined the company history and production facilities.

Attendees were then able to get close up to the products and engage in more in-depth Q&A sessions.

Were particularly impressed with the technology of the ROBIN Series and the myriad of imaginative and practical possibilities offered by the DigitalSpots.

In addition to the Robe presentation, Danor also offered a trade show style booth space to its other leading brands to demonstrate their products and services - including Electrovoice, Rosco, Desisti, etc.

The Kfar Hamabia Congress Centre features a permanent installation of 60 Robe recessed Wash 150 lights, which were installed by Danor.











