

Leading the Way at LDI 2010

PLASA in London was a resounding success and LDI in Las Vegas was even bigger – the stand was huge and stood in the middle of the tradshow space glowing like a small city which brought the crowds flocking in!



All of the Philips Entertainment lighting companies were well represented in the lighting design for the LDI Booth - multiple PL1, PL3, SPX, VARI*LITE 1000, 1100, 2500, 3000, 3500 and VLX luminaires as well as over 100 Color Kinetics IW, TRX Blaze and Blast products worked together to complement not only the architectural structure of the booth but highlighted each display perfectly creating and maintaining true synergy between each of our brands.

Some of the Philips Entertainment featured on the stands at these two major industry events were:

PHILIPS Selecon **PHILIPS Strand Lighting**



PL1 and PL3 were the talk of the show. Everyone loved the single shadow and the light output of the PL1. In addition the ease of control and colour mixing system blew away the audience from the luminaire's saturation to the softness of the pastels. There was also a prototype PL5 which also attracted a great deal of attention.



PL Wash luminaires – delivering highly efficient fill light for special events, stage and studio applications. The range of five colour RGBAW and tunable white luminaires are easily hung and designed to accept accessories such as bandoors.



SPX - People loved this new theatrical luminaire that has no light leak and reduced side glare at the front. The shutter lock, the ease of lens tube swap as well as the other features like planetary gear focus, and mains cut off system kept the crowds coming back for more.



200+ Series Control Consoles - delivers cost-effective, advanced entry-level control consoles which are easy to set up and simple to use; ideal for any application that needs manual and memory control in a compact and effective lighting controller. More on this range and the 100+ model later in the Update.

And here's how you hook your luminaires and control all up together....



eS21 LED data and power distribution strip delivers power and control for PL-series LED flood luminaires and dimming for conventional light sources in a 2m-long strip that has a choice of hangers for wall, pipe and ceiling mounting. More on this later in the

Update.



Vision.net - opens a connection to our powerful range of entertainment lighting control systems, providing exceptional control and flexibility for any interactive display or presentation in today's modern themed environments. Whether you are designing a board room or a large hotel and convention centre complex, Vision.net provides a wide range of fully scalable solutions.

The indicative success of any trade show is the level of interest that your products generate both during and after the event. The overwhelming support and encouragement received proves that joint collaboration and cooperation can indeed bring about great things and Philips Entertainment has established beyond doubt that it is a 'total lighting package' force to be reckoned with.

From the high output LED theatre and display lights, to re-defined theatre lighting ellipsoidals to moving lights, control consoles to data and power distribution systems Philips Entertainment delivers the complete solution for any entertainment or display lighting application.

SPX Gets its Own Mini-Site!

SPX is the first Philips Selecon product to have its own mini-site!

You can find this via:

- www.seleconlight.com – look for the image you see here on the right and just click on it
- www.seleconlight.com/minisite/spx - direct link
- SPX product pages – all Overview sections also have a direct link



It contains a series of videos showing the specific features and benefits of the SPX in a clear, visual format.

PLEASE check it out for yourselves, let your potential SPX customers know about it and feel free to use it in any of your demonstration / marketing opportunities. We hope that this will lead to more new product mini-sites but it'll need to prove its worth first so we'll be keeping an eye on the web traffic!

DISTRIBUTED DIMMING SYSTEM SOLUTIONS

The **Philips Strand Lighting eS21 LED data and power distribution strip** delivers power and control for PL-series LED flood luminaires and dimming for conventional light sources in a 2m-long strip that has a choice of hangers for wall, pipe and ceiling mounting. eS21 has a choice of four modules — a dual 1.2kW dimmer, a 4- and 8-port power and control module for PL LED wash lights and a dual relay module with DMX512 data distribution for PL1, PL3 or any DMX-controlled luminaires.



Each eS21 strip supports up to three modules. Two processors are available — a basic model that accepts DMX and an advanced model that can be rack mounted that supports ethernet, DMX and Vision.net control protocols. Both processors support smart patching for PL LED floodlights. Each PL LED floodlight is automatically identified by the processor and is properly patched for white, RGB and RGBAW control.

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Further details and pricing available shortly!

Setting new levels in control features and price! Strand 200+ and 100+ Series Control Consoles

		
200+ 12/24 Control Console	200+ 24/48 Control Console	100+ Control Console

The 200 Plus Series consoles represent the latest in a long line of enhanced manual lighting desks from Philips Strand Lighting offering your customers a choice of 24 or 48 submasters plus conventional preset operation. They can choose either submaster, two scene or expanded single scene operation at the touch of a button to meet their production demands.

The 200 Plus Console has the additional benefit of entry level control for RGB LED luminaires and moving lights giving less experienced operators the opportunity to build their confidence and develop their skills as the craft of entertainment lighting continues to evolve. Effects are easy to access, record and change dynamically. All show information can be saved to a USB memory device to give lighting designers and board operators secure back-ups of their show.

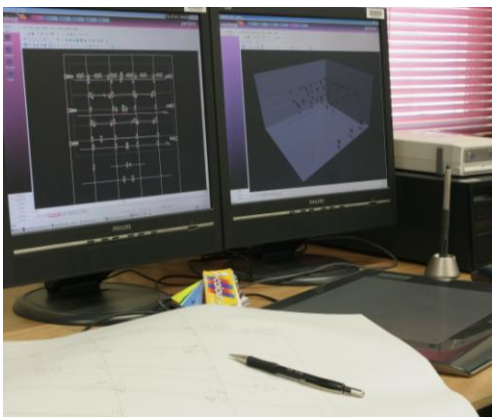
The 200 Plus Series range delivers cost-effective, advanced entry-level control consoles which are easy to set up and simple to use; ideal for any application that needs manual and memory control in a compact and effective lighting controller.

Or maybe you don't need something quite as advanced as the 200+ in which case Philips Strand Lighting also have you covered with the 100+ which offers the option of a simple to use, affordable preset lighting control console with basic features such as 12/24 channels, DMX, 99-memory cue stack and chase facility.

100+ and 200+ models available ex-stock. Datasheets attached.

Please talk to your local market manager regarding availability of demonstration sample orders now to include with your next shipment.

Product Support : www.seleconlight.com



The following product support information has recently been added to the website:

PL1 IES Performance Data:

- www.seleconlight.com/pl1 and check out the Download links on the Specifications tab
- www.seleconlight.com/ies - direct link
- Resources section via main menu, listed under Technical Support > IES Data Files

SPX Technical Drawings:

- Resources section via main menu, listed under Technical

Support > Luminaire Symbols/Technical Drawings/Vision Stencil

Your International Project Lists

www.seleconlight.com/projects

Our Google Analytics results show that the Project Listing section of our website receives a huge number of hits on a monthly basis.

Potential customers are interested in knowing where our luminaires are being installed as this often gives them the confidence to follow through with a purchase.



All we need from you to keep this worldwide list as up to date as possible is the venue details, the equipment list and a company credit. If you have more information and some photos as well we can also create a ShowCase (www.seleconlight.com/showcase) item as well. The photo for this does need to be at least 770 pixels wide so we can create the attention-grabbing header that appears at the top of the page.

Make the most of these 'advertising opportunities' that the Selecon website offers you and email Marie with your latest news – marie.southwood@philips.com !!

TradeShows

JTSE : France

An event dedicated to performing arts techniques



The JTSE Performance and Entertainment Technical Show and Convention 2010 is scheduled for the 23 & 24 November and will be located at Dock Pullman, Porte de la Chapelle, Paris.

Our Philips Entertainment dealers, CSI France and Pariscene will be there showing our new products:

- Pariscene will show the new consoles from Philips Strand Lighting and the SPX on Booth 82
- CSI-France will be exhibiting the new PL1 and PL3

For further information on the show please take a look at: www.jtse.fr



Philips Selecon NZ Summer Holidays

Just a quick heads-up regarding the NZ office / factory closing dates over Christmas / New Year – as usual we will shut down for two weeks for our annual Summer holidays.

Close of business and the last shipping date for 2010 will be Thursday, 23rd December and most of us will be back on the 10th January with first shipments for 2011 going out on Friday, 14th January.

Regards,

Jeremy B. Collins
General Manager

PHILIPS
Selecon

www.seleconlight.com
www.strandlighting.com