24.11.2004

# Robe Show Lighting at LDI 2004

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Robe also launched its first annual Robe Open Golf tournament a day before the show, which attracted lots of industry interest and provided a day of competition and fun for everyone. Robe Show Lighting also sponsored the prestigious main stage at ET LIVE, which staged the LDI Awards ceremony among many other events.

Robe America president Michael Carattini states, "*LDI 2004 was a tremendous success for Robe. The booth was very busy and constantly full, and a significant percentage of visitors were production and installation company owners, presidents, general managers, vice presidents, managing directors, etc. The outlook is clear …. Robe is well on its way to becoming established as a leading moving light manufacturer in the US market*."

**The exhibition**

LDI 2004 was a resounding success for attendees and exhibitors alike, growing from last year and featuring over 11,000 total attendance and 400 exhibitors. Continuous traffic jammed the aisles of the tradeshow for the three days. The Educational sessions were also a big hit with industry professionals eager to update their knowledge or refresh their skills. 'Backstage Las Vegas' featured one-on-one tours of some of Vegas' fascinating venues and shows.

**The Booth**

The Robe booth, designed by Patrick Dierson followed the colourful, high impact design of PLASA and other trade shows and received an 'Honourable Mention' in the LDI 2004 Booth Awards. The stand lightshow utilised a large selection of Robe's fixtures, and was programmed by Demfis Fyssicopolus.

**The Products**

Robe showcased most of its entire range of products at the exhibition. Specifically highlighted were the brand new ColorWash 575 AT, the ColorWash 1200E AT, the new Club & Bar Series and new Robe FT series of fog machines. All Robe's new and current products

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received much attention from visitors, reflecting the impact and interest that Robe has generated in North America throughout 2004.

**The Robe Open**

The inaugural Robe Open Golf Tournament attracted a wide array of industry individuals and characters. Held at the 18-hole Siena golf course in Las Vegas, the tournament was designed to become an annual event. It proved an exciting, challenging and entertaining day on the green, and an ideal opportunity for participants to demonstrate their golfing talents and skills whilst socialising with other industry professionals.

The galvanising but playable course included rolling fairways and greens divided by 97 large bunkers, plus several water features. The competition was run in "shotgun" format – with everyone starting at the same time on different holes of the course – to ensure efficient progress of the tournament, and it turned out there were some serious players!

Winners of the first Robe Open were Ed Wannebo from Production Solutions and Diane Grant from PLASA. Second place went to a team consisting of Jim Eason (Eason Sales), Ian Brown Jr. (Robe UK), Koy Neminathan (Avolites) and Tetsuya Hagiwara (Media Face). The third place team was Bandit Lites Inc's Richard Willis, PRG's Jim Riendeau, Dave Thomas from James Thomas Engineering Inc and Harry von den Stemmen from Robe Show Lighting.

Special prizes included the Longest Drive, won by Ed Wannebo, the Longest Put, which went to Jamie Mardis from Sidram, and the Closest to Pin, won by Diane Grant.

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