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Showtech Shows Off with Robe

Showtech is a busy full technical production and solutions company based in Dubai. It was founded 15 years ago and is owned and run by Sháji George.

They provide equipment and design services for a vast range of projects on the vibrant UAE events scene including corporate and industrials, fashion, weddings and parties. They also have a branch in Qatar, and all their moving lights – currently numbering around 150 – are Robe.

Shája decided some years ago when Robe first hit the market to invest in the brand, because he wanted something reliable, innovative and cost-efficient. Seeing the brand grow, develop and become very successful reinforces his original choice.

Benzy Razi joined Showtech six years ago and heads up the Lighting department. He has been a professional LD for 8 years and had already been using Robe – as well as competitor brands – before he joined, and so was delighted to find Robe as the ‘house’ moving light brand.

The most recent Robe purchase – via Robe’s Middle East office in Dubai – was for 24 x MMX Spots. Other moving heads include Robe’s ColorSpot and ColorWash 575 and 1200E ATs. Benzy – who also designs lighting for most of the shows and works closely with Showtech’s team of set and scenic designers – comments that the original Robe 575 and 1200 moving heads are still going strong today – over 10 years later! “They are absolutely awesome – they just keep on going, we never need any spares ... and they never break!”

He likes many things about Robe products. The gobos are a big hit – especially the split colour ones, “Using gobo looks you can transform any ordinary room or give it a fantastic ambience,” he comments. He also thinks the Robe colours are generally very potent and striking.

He uses the MMXs on most of his shows and appreciates the “Crystal clear animation wheel projections” and the fact that the beam stays sharp whatever zoom (8 – 55 degrees) is being applied.

He also likes the light weight! “I can carry one in each hand!” he declares laughing, adding that this is also popular with their crew and technicians.

He has followed Robe’s product development over the years with much interest and thinks the opening of Robe Middle East in Dubai last year, and the strong support and commitment from General Manager Elie Battah and his team is a great boost to Robe’s overall presence in the region.

Next on his Robe wish list are some LEDBeam 100s – he thinks they will be perfect for smaller events and parties.

On an average month in the hectic September to May show ‘season’ in the UAE, Showtech will deliver technical production to around 35 – 40 events of different sizes – from very small to absolutely massive. Each one gets the benefit of their excellent service and attention to detail.

