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## Elite Multimedia Invests in Robe

Nashville based rental and production specialist Elite Multimedia has made its first Robe purchase!

Twenty CycFX 8 fixtures are going out on country star Luke Bryan's new tour as specified by Lighting Designer Justin Kitcheman from FadeUp Design.

Says Jason "Cannonball" Jenkins, Elite's Head of Lighting, "I like the fact that the fixture has a variable zoom, which is more unusual on an LED batten and brings greater flexibility, both as a scenic light as well as for aerial and audience effects."

The Elite team and Justin received a demo from Robe Lighting Inc. to make sure that the CycFX 8 met all the criteria for the tour and then committed to the purchase.

On the tour the CycFX 8s will be used along the front of the stage for lighting faces and also as an audience lighting special.

Justin has been a fan of Robe for some time and comments, "I needed a floor based unit that could produce 'footlight' illumination and also double up as an effects light ... and Robe's CycFX 8 was the only product that immediately sprang to mind."

He likes the tungsten emulation and the warmth of the LEDs used, as well as the super-fast automated tilt which can produce the dramatic sweeping effects that everyone loves, plus the fact that the eight LED modules can be individually mapped.

He further explains that the 8 - 67 degree zoom "Make it the perfect 'shin-buster' and ideal for augmenting the general stage washes."

"The CycFX 8 is truly one of the most versatile lighting tools in the box," he concludes.

Jason Jenkins adds that he is really interested in how Robe is developing its product range generally and notes the great customer service and support that Elite has received from Robe Lighting Inc. in cementing the deal.

Reigning Country Music Awards 'Entertainer of the Year' Luke Bryan's "Kick The Dust Up" tour continues through October ... including seven NFL stadium dates.

Photo Credit: Elite Multimedia

