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## LDI 2007

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This year featured the largest stand that Robe has ever built for an LDI show, and this won an Award for the 'Best Creative Use of Light'. The lively and colourful design was originated by Robe UK's Nathan Wan and further developed by lighting designer Pete Watts.

Highlighted products included Robe's ColorSpot and ColorWash 2500E ATs, ColorSpot and ColorWash 700E ATs, ColorWash 750AT Tungsten and the StageQubes. One corner of the booth was dedicated to Robe's popular Club series, and a well designed space for Anolis in the centre of the stand illustrated the full range of their architectural LED products.

The Robe 700 Series and the StageQubes attracted huge amounts of interest.

Business was better than ever with many new deals signed. There was a constant busy throughput of high profile lighting designers, and existing and potential clients also took the time to discover the scope of Robe's product offerings. Generally there was a wide range of visitors to the booth for the three days of the show, all of good quality.

At The LDI 2007 Awards Ceremony, the judges commented, *"Robe effectively showcased both its core range of moving fixtures as well as its Anolis line of LED products in a booth that was part club, part lounge, and part show stage"*.

David Johnson (Live Design) hands out LDI 2007 Award for Best Creative Use of Light to Jens Horneman (Robe Lighting Inc.)

Photo credit: Oscar Einzig Photography, Courtesy of Live Design

Robe's National Director of Sales, Frank Montero was very pleased with the outcome: *"Finally the results of many months effort to bring Robe to a level it deserves in the US were rewarded. The coming months will be crucial in the follow up of all the important deals and contacts made during the show, and 2008 looks very exciting"*.



