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Robe at ShoW-way, Bergamo

This year saw the launch of the new ShoW-way Professional Entertainment Technology Exhibition, held the in Bergamo, Italy...

The exhibition is dedicated solely to trade visitors to highlight the latest technology from the world of lighting, sound, AV, etc., was organized by APIAS, and the first year's high expectations were not disappointed as it proved to be a good quality show featuring many industry leaders on the exhibition floor.

Robe had one of the most colourful and eye-catching stands of all, with a fresh, clean open look similar to the stand at PLASA, and this was constantly busy throughout the show. A full range of all the products was on display, and there was massive interest in Robe's 700 and 2500 Series moving lights, the Stage Qube 324s and the digital technology DT range, all of which have proved very popular in the Italian market.

The show proved an ideal opportunity to introduce Robe's new Italian distributors Robe Multimedia to the wider market.

Robe Multimedia's Marco Bartolini comments, *"ShoW-way is very strategically important for the Italian Market and gave us a chance to meet all the important players from the trade. It's refreshing to see a new show on the scene with new ideas and a well selected audience"*.



