

## American DJ Expands Presence in PALM EXPO 2012

Those who visit the American DJ Group of Companies booth at PALM EXPO 2012 are certain to notice that the Los Angeles-based lighting company occupies a larger space at this year's show. This expanded booth size reflects ADJ Group's growing international marketing presence – a result of the overwhelming worldwide demand for the innovative technology, high quality and value of its American DJ and Elation Professional brands, which offer lighting and video products for the entertainment, theatrical, touring, production, architectural and broadcasting markets.

ADJ Group is known for being on the cutting edge of many of the industry's hottest technologies such as LEDs and video screens. One of the company's many breakthroughs is its exclusive Quad Color LED Technology, which combines four different colors of LEDs (such as red, green, blue and white) in the same LED source, resulting in superior, smoother color mixing and the elimination of the distracting red, green and blue shadows often created by single color LEDs. LED video screens are another area where Elation Professional has taken the lead with amazing innovations like a moving head video screen that pans 540° and tilts 265° just like a moving yoke light, and a flexible LED video panel that can be used on curved and rounded surfaces.

Whether for large architectural installations and touring productions or small clubs, DJs and mobile entertainers, ADJ Group's extensive and diverse product line offers "just the right light" for any application. Among its popular new products for smaller users is the Jelly Series of fixtures, which have a unique translucent plastic case that allows the colored lamps to "glow" through, combining two effects in one.

With innovative and affordable products like these, backed by ADJ Group's well-known commitment to customer service, it's no wonder that the company is lighting up events and installations throughout the world. American DJ and Elation products can be seen everywhere from world-class nightspots like Rumor Nightclub (Philadelphia, PA), to major events like L.A. Rising (Los Angeles, CA), to major artist concert tours like Rihanna (US) and David Bisbal (Ecuador), to the Univision television studios (San Antonio, TX). The company's lights are installed in the world's largest cruise ships (Royal Caribbean's *Oasis of the Seas* and *Allure of the Seas*) – and they even made an appearance at the recent G20 Summit in France!

Here are a few of the new products that the ADJ Group will be premiering at PALM EXPO 2012:

**Elation Professional EVCMH Moving Head Video Camera** – The EVCMH is a unique DMX-512 moving head video camera designed to spotlight almost anything and project it onto a video wall or TV. Great for weddings, corporate events, dances, and nightclubs, it features DMX-512 controllable pan/tilt, zoom and focus, allowing it to "capture" almost any person or object in a room, dance floor or exhibit. Featuring 48 warm and cool white LEDs (24 of each), it allows you to customize its shade of white to work with different skin tones and ambient light.

**Elation Professional EPV15 Flex Video Panel** – Designed for creating curved video walls, the EPV15 Flex is an RGB LED panel with an innovative Easy Flex Design that allows it to bend, coil and wrap around any surface, whether flat or dimensional. With its ability to adapt to curved surfaces and high ingress protection ratings of IP65 (front) and IP54 (back), the EPV15 Flex makes it possible to install a high-impact video wall anywhere -- indoors or outdoors -- in spaces of any shape or size.

**Elation Professional Opti QA Par** – This compact, energy- efficient color-mixing par can utilize advanced Quad Color Technology, which combines red, green, blue and amber into each LED source, providing superior color blending and eliminating annoying RGB shadows. Powered by 18 x 5-watt RGBA LEDs, it draws only 140 watts of electricity and is great for stages, clubs and uplighting. The use of amber LEDs, rather than white, is ideal for applications where warmer, richer blended colors are desired. Featuring DMX or manual operation, the Opti QA Par includes dimming, strobing, and a standard 10° beam angle.

**American DJ Fun Factor LED** – The Fun Factor LED combines two effects in one unit – an RGBW DMX moonflower and a white strobe effect. Its moonflower effect is powered by 210 LEDs (60 red, 75 green, 45 blue and 30 white). Its strobe effect utilizes 72 white LEDs – for a total of 282 eye-popping LEDs in all! Great for small clubs, bands, roller rinks and mobile entertainers, the Fun Factor LED is easy to use and can be operated via DMX, as well as manually in Master/Slave or Sound Active modes to built-in programs.

**American DJ Jelly Par Profile Sys** – A complete LED par system for mobile entertainers, it includes 4 x Jelly Par Profile LED wash fixtures, 1 x foot controller, 1 x lighting stand, 1 x stand bag, and 1x soft case for lighting fixtures. The Jelly Par Profile fixtures themselves feature American DJ’s revolutionary see-through plastic case, which allows their colorful LEDs to shine through, giving the unit a unique “glowing” appearance, which actually makes it two effects in one! The fixtures offer a low-profile design, low 50-watt power draw, Electronic Dimming, Color Strobing and 6 operational modes: Static Color, Manual Dimmer Color, Built-in Programs, Auto Run, Sound Active, and DMX-512.

**Double Phase LED** – The Double Phase LED is an exciting dual barrel mirrored lighting effect that produces large color-changing beams via its two powerful 10-watt CREE 4-in-1 (red, green, blue and white) LEDs. Featuring a 150° beam angle, its wide beam spread makes it great for nightclubs, roller rinks, bowling centers and mobile entertainers, yet it consumes just 40 watts of power maximum and its long-life LEDs will run for 30,000 hours.

For more information visit [www.americandj.com](http://www.americandj.com) or [www.elationlighting.com](http://www.elationlighting.com)

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