

# PR & Communication



American DJ Group of Companies

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## Realize Your Vision: ADJ to Showcase Three Versatile Products On The World Stage At Prolight + Sound 2014

Following their most successful NAMM show ever, ADJ will use the Frankfurt Prolight + Sound exhibition, the world's largest entertainment lighting and sound trade show, to give three versatile new products their European debut as the company prepares to set the continent alight. These innovative products will be showcased over the four day event – which runs from March 12-15, 2014 at Messe Frankfurt in Germany – giving retailers and end-users an unquestionable reason to stop by the ADJ stand and check out the pure lighting excitement on display.

Realizing the needs of users – whether club owners, bands, mobile entertainers or lighting designers – ADJ is focused on delivering versatility in all of their lighting products. ADJ wants to ensure that you achieve your vision by offering technology capable of meeting multiple objectives and combining it with value for money. More than ever, users need the brightest, most versatile fixtures and with ADJ's new product line giving the most bang-for-the-buck in the industry, the company looks set to leave a lasting effect on Europe.

"This year the line-up of new products is better than ever and 2014 is set to be the biggest ever year for ADJ in Europe," Dirk Kast, General Manager of ADJ Europe, elaborates. "Our message of quality and innovation at an affordable price has always been well received throughout Europe, however the last few years ADJ has seen massive growth. Prolight + Sound is a very important show for ADJ, we can't wait to connect with our customers old and new and show off the new range for 2014."

At Prolight + Sound, the company's impressive display of innovative lighting will showcase countless fixtures in a synchronized light show including the following three brand new products: the Inno Spot Pro and 3 Sixty 2R moving heads, and the Dotz Brick 3.3 wash/blinder matrix panel.

**3 Sixty 2R** – ADJ continue to combine creativity and innovation with this patent pending, dual moving head that delivers continuous 360-degree rotation, with pan and tilt movement. Powered by the brand new Philips® Platinum 2R 135W discharge lamp (rated at 6,000 hours of lamp life), the 3 Sixty 2R is driven by a lamp technology co-engineered by ADJ with Philips®. This inspired collaboration will ensure that creative sparks fly, offering professional grade features such as: a 4-degree beam angle, 13 colours (plus white), 14 GOBOs (plus spot), an 8-facet prism, and a frost filter (for wash effects). This versatile moving head also offers three operational modes (DMX, Master/Slave and Sound Active) and has three DMX channel modes (standard, basic and extended - 21, 24, 32) for a variety of different applications. On top of this, each head's colors, GOBOs and movement run independent of one another, offering a one-of-a-kind lightshow.

**Inno Spot Pro** – The Inno Spot Pro LED continues to see ADJ push the boundaries of LED technology. A compact and lightweight moving head, with an incredibly bright 80W LED source, it features 6 rotating replaceable GOBOs and 8 colours (plus white) on independent GOBO/colour wheels. While its hard-edge beam is similar to a traditional halogen or discharge lighting effect, it draws a fraction of the power (140W) and eradicates the hassle of changing light bulbs (the LED source is rated at approximately 50,000 hours). The Inno Spot Pro is packed with exciting built-in light shows and can operate independently in Sound Active mode, run in multiples linked-in Master/Slave mode, and may be controlled via DMX or the ADJ UC3 easy-to-use controller. Other features include motorized focus, manual zoom (adjustable between 12 - 17-degrees), 3-facet prism, 4-Button LCD DMX menu, 0% - 100% dimming, shutter, and GOBO Shake effect.

**Dotz Brick 3.3** – ADJ's efforts to increase brightness and offer unparalleled flexibility in lighting solutions for applications ranging from nightclubs to TV studios continues with the Dotz Brick 3.3. This 3 x 3 blinder matrix / wash effect uses the very latest in COB (Chip On Board) LED technology to produce powerful, smooth RGB colour



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mixing which is perfect for stage lighting. The 3 x 3 matrix of 9W COB TRI LEDs can also be Pixel Mapped to achieve stunning visual effects when positioned to face an audience. The Dotz Brick 3.3 also offers LED pulse and strobe effects, making it perfect for musicians wanting to add a visual aspect to their show and for nightclubs looking for a distinctive high-quality lighting solution. The fixture offers five DMX channel modes (3, 6, 8, 27 or 32 channel), a 4-button DMX LCD display and 3-pin XLR chassis mount connectors for DMX linking. Pixel orientation can be changed using Pixel Flip options and the unit is individual pixel-controllable in both the 27 and 32 channel DMX modes, offering complete flexibility. Making the product an adaptable fixture, the Dotz Brick 3.3 also features five selectable Dim Curves (Standard, Stage, TV, Architectural and Theatre) and offers a 25-degree beam angle.

Looking to further the company's huge success at NAMM, ADJ will be showing off these adaptable, cost-efficient lighting solutions and taking Europe by storm at this year's Prolight + Sound exhibition in Frankfurt. ADJ's spectacular show will be found in Hall 11.0 on stand D67. Stop by to check out their exciting new range – and get ahead of the game in 2014.

**Check out a sneak peek of the ADJ 3 Sixty 2R here:**

<http://www.youtube.com/watch?v=SZ2bnUE3FvQ>

**Learn more about the ADJ Inno Spot Pro from the product demo video here:**

<http://www.youtube.com/watch?v=qZIVSOqyBE>

**Learn more about the ADJ Dotz Brick 3.3 from the product demo video here:**

<https://www.youtube.com/watch?v=G12wwHfx9Sg>

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