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The Future Looks Bright!

ADJ To Showcase Three New Products At NAMM 2014 With Focus On Value And Versatility

ADJ will be displaying 40 new products that have just started shipping in December, or will be available in the first two months of 2014. Thus, giving retailers, and any end-user lucky enough to get in, a great reason to stop by the ADJ booth #5774 at NAMM 2014 in Anaheim, California from January 23-26, 2014.

Whether in a band, a club owner, a mobile entertainer or a light designer, users are asking for versatility in the lighting products they buy. They are not looking for a product that just does one thing. They need it to achieve two or three objectives to meet their vision and bring the type of value that says, 'I have to have this product.' ADJ recognizes this need and will be displaying a fully programmed light show at NAMM 2014 fill with value, versatility and pure lighting excitement.

"Our focus for 2014 are products that give user value with a lot of versatility," claims Alfred Gonzales, national sales manager of ADJ USA. "More than ever users want to be able to get the brightest, most versatile products and the most value for their money. I believed our new line-up of products give the most bang-for-the-buck in the industry, all back by a great sales and service network."

Among the 40 new products are three that ADJ will be showcasing for the value and versatility; Dotz T-Par System, Quad Scan Pro and the Inno Spot Pro.

Dotz TPar System - The Dotz TPar System is an exciting all-in-one LED Wash system for mobile entertainers bands and stage lighting. This lighting system features a 4-head T-Bar light system, each with one state-of-the-art 30-Watt Chip On Board (COB) TRI LED (RGB), producing wide, saturated color washes of light with LEDs rated at an extremely long life of 50,000 hours. The system washes a very large area with its 90-degree beam angle. Or change the light output to a 25-degree beam with the included lens kit.

Great for any performer on-the-go, the Dotz TPar System is easy to set-up and take down. Plus, with low heat emitting LEDs performers stay cooler on stage. The system includes a tripod stand, a foot controller, RF remote control and a gig bags to help protect your equipment.

In addition to it's built-in programs and the wireless foot controller, the Dotz TPar System may also be controlled by an external DMX Controller via it's XLR In/Outs. User can also mount two smaller lighting fixtures on top of the T-bar and plug them in directly on the back of the bar.

Quad Scan Pro - A brightness bump from the original Quad Scan LED, the ADJ Quad Scan Pro is designed to scan the room and dazzle a crowd with its higher output 4x 10W Quad 4-IN-1 RGBW LEDs. This fixture offers all the latest features sought after in special effects lights such as: DMX-512 for programming or linking capabilities, exciting built-in sound active programs, no duty cycle (run all night), a long life LED source (approximately 50,000 hours), 4-button DMX display on rear (for easier programmability), IEC power daisy-chaining and is compatible with ADJ's UC3 easy-to-use mini controller (Sold Separately).

User may change out the GOBOs to custom artwork that reflects the message or mood they want to communicate. The GOBOs may also be completely removed to project bright spot beams of light. The Quad Scan Pro is a great complimentary lighting fixture to wash lighting, lasers and uplights. The scanning beams bring extra excitement and fun to any party or live event.

Inno Spot Pro - ADJ continues to push the boundaries of LED technology with the Inno Spot LED, a compact intelligent Moving Head with a bright 80W LED source. It features 6 rotating, replaceable gobos, 8 colors plus white, and separate gobo/color wheels. Its hard edge beam is similar to a traditional halogen or discharge lighting effect with a fraction of the power draw (140W) or the hassle of changing out light bulbs (LED source rated at approximately 50,000 hours).

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The Inno Spot Pro is lightweight and small in size making it extremely mobile, and can be set up by any size entertainer. It's feature packed with exciting built-in light shows when used in Sound Active or linked in Master/Slave mode, offers 14 DMX channels, a motorized focus, manual zoom, 4-Button LCD DMX menu, Dimming, Shutter and Gobo Shake effect. The Inno Spot Pro may be controlled via Sound Activation with it's own built-in programs, a DMX controller, or the ADJ UC3 easy-to-use controller.

"The NAMM show is an exciting time of year. It's always the beginning of a new year when retailers and end users are anxious to see what new products will be revealed for 2014." said, Gonzales. "We will be showing the 40 new products announce at LDI 2013 in Las Vegas, as well as some new, never before seen products for 2014. Stop by ADJ booth #5774 to see all our new gear!"

Click here to see a demo video of the Quad Scan Pro in action!

https://www.youtube.com/watch?v=Xnxn528MLUg&feature=c4-overview&list=UU3KEbGyNsHNOOeZZSyekbtg

Click here to see a sneak peek video of the Inno Spot Pro in action!

https://www.youtube.com/watch?v=L5QwnqmkitM

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- 2 -