

MAD For Robe DigitalSpots

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MAD Music Lighting Technology GmbH in Stuttgart, Germany is one of the first rental companies in the country to purchase and use Robe's new DigitalSpot Series of lighting fixtures.

MAD supplies full technical services and equipment to the live event industry, specialising in lighting and AV. MAD's Mathias Bremgärtner states, "The future of digital moving lights is very clear to us. There are no restrictions on designing great looking imagery and effects, and integrating it into all types of shows. The DT Series brings endless new possibilities that simply weren't possible with 'classic' moving lights. We're entering a new era of technology".



For MAD, it's important to keep producing fresh ideas for their clients. Agencies, TV studios and production companies in particular have been impressed by what can be achieved using Robe's DigitalSpots.

Bremgärtner comments that the DT software is excellent, "Flexible editing is vital, and we have also been engaged in dialogue with LMP (Robe's German distributor) and with Robe themselves, which has resulted in some additional features being incorporated in the latest versions of software".

He thinks the 'Picture Merge' facilities of the DT Series are among the most powerful, offering the opportunity to project onto large surface areas and objects of all types. For MAD's ongoing work using the DTs, this feature is used "repeatedly".

Having the onboard media server makes the fixtures very easy to operate. Experienced programmers/operators can have the units under control and producing creative results in

a "Very short time" confirms Bremgärtner. This fact has opened up several new dry hire possibilities for MAD.

"While robust software is essential, so is reliable hardware," he continues, adding that the build quality is noticeably as rugged as all Robe's other products.

MAD's DigitalSpots are constantly out on the road and working. The first purchases were of DT3000 units, which have been so successful that further investment in the DigitalSpot 7000 DTs is now being considered.



Mathias Bremgärtner

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