



Press release

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STRAND LAUNCH NEW SL RANGE

Strand Lighting have launched the next generation of compact, highly efficient, cool-beam luminaires.

The SL Series includes six fixed-angle fixtures - SL5, SL10, SL19, SL26, SL36, SL50 - as well as two zooms, the SL15/32 and SL23/50. An architectural, long-life metal halide version is also planned for the first half of the year.

The intention has been to replace all Strand's current medium-size profile luminaires with a single, superior range of high performance dichroic reflector luminaires. This range - which replaces the Prelude, Brio, Leko/ Lekozoom and Cantata profiles - has also been designed to outperform all other luminaires in its category, both mechanically and optically.

From the very beginning of the development project, Strand have maintained a permanent dialogue with lighting designers, end-users, consultants, rental houses and dealers, whose requirements and suggestions have been frequently integrated into the design of the new range. The result is that following a universal thumbs-up to the pre-production units from leading professionals, the world-wide market launch is set to take place in the last week of March.

The SL Series incorporates state-of-the-art technology, with multi-faceted high performance dichroic reflectors, computer-designed aspheric lenses with special dichroic coating. This mechanical and optical superiority to all other brands in this sector can be measured by the following features:

- * Superb light output
- * Extreme brightness
- * Smoother, cleaner, flatter distribution
- * Impressive soft edge
- * Sharp gobo and shutter focus
- * Energy-efficient, cool-beam operation for longer gel and gobo life
- * Unique full 360° rotation
- * Exceptional ease of use
- * Remarkable ease of maintenance and repair
- * Compactness and light weight
- * Safety features
- * Competitive price, offering excellent value for money

The SL Series' exceptional output-to-size ratio makes it ideally suited for the stage and theatre market, and its impressive mechanical features, such as full 360° rotation, will find favour with professional theatre lighting directors and trade show production managers. The architectural version is also ideal for all commercial applications requiring superior performance with very low maintenance.



The key features for rental houses and stage technicians are:

- * Versatile family with common parts and interchangeable lens tubes
- * Remarkably easy access for lens cleaning and maintenance
- * Fast and easy to focus, in particular with the 360° rotation
- * Standard accessories

The key selling features for lighting designers are:

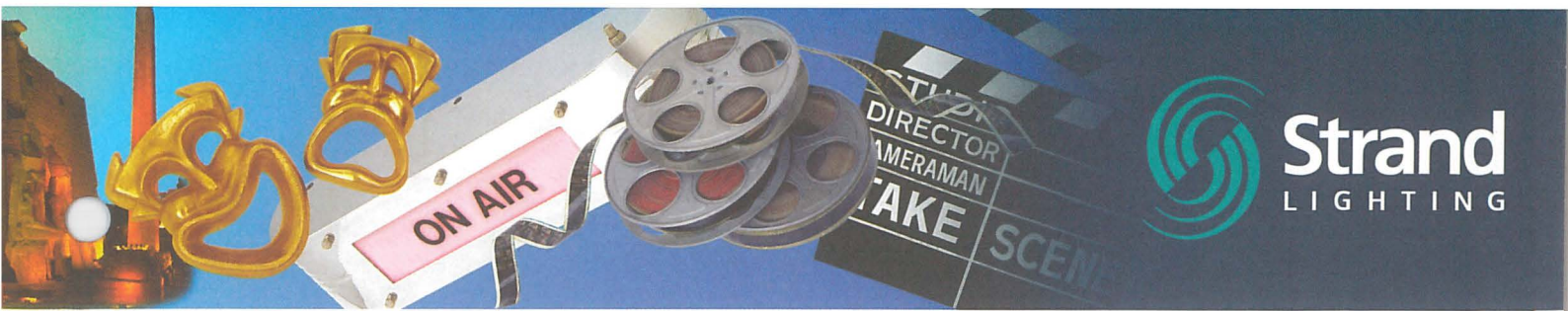
- * Excellent soft focus
- * Brightness
- * Sharp gobo and shutter focus
- * Field adjustment
- * 360° rotation
- * Possibility of using two gobos, a drop-in iris or a gobo rotator

The SL range uses 600W GKV type lamps in Europe and Asia, and 575W GLC type lamps in America. These high performance lamps are widely available in all territories, and are less expensive than the proprietary HPL lamps used by some companies. Long-life tungsten lamps - 1500 hours - are also available for rental houses or users who want to reduce their maintenance costs. For architectural purposes Strand has developed an application-specific version of its SL range, with extra long life metal halide lamp and ballast.

Strand has also developed and implemented a comprehensive spares programme, designed for ease of maintenance, to ensure prompt availability. At the same time they have pledged to support the discontinued product ranges with spares for the next five years.

A spares list and an exploded parts diagram will also be included in the carton with each of the new luminaires, while the new range will also be included in the next version of the Strand spares CD-ROM, due for release later this year.

Strand now embark on a vigorous marketing campaign, targeted at the decision makers - ie consultants, lighting designers, rental houses and theatre technicians. Selective 'Customer days' will get the product into the users' hands, and will be supported on location by product demonstration events, distributor meetings, presentations aboard the Strand truck and trade show demos, as well as full media, online and point-of-sale support.



Features and benefits of the new SL range

Features

Benefits

Exceptional light

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| <ul style="list-style-type: none"> • Excellent light output • Excellent soft edge • Wide range of softness in all lens configurations while maintaining the beam size • Fast and easy field adjustment • Smooth clean distribution • Sharp edge and shutter focus • Sharp gobo focus • Holds colours very well, including dark saturated colours. The focus doesn't affect the colour. • High efficiency dichroic coated glass reflector • Good colour temperature • Aspheric computer designed lenses • Coated crown glass lens | <p>The brightest for its size: the user gets more light from SL profiles, the most compact fixtures in their category.</p> <p>The smoothest soft edge available, so much so that it eliminates the need for frost in most situations</p> <p>No 'zooming' effect, conversely to the competition</p> <p>Allows for a very flat even field or for a nice high peak intensity field for more flexibility between a strong clear template unit or a soft overlapping series of areas</p> <p>Very even field, without dark spots</p> <p>Excellent shuttering</p> <p>Excellent image projection</p> <p>Excellent colour projection</p> <p>The SL range is brighter and more efficient than most conventional 1200W luminaires for half the wattage.</p> <p>The high spec reflector also removes nearly 90% of the heat from the beam.</p> <p>Colour is consistent with other standard tungsten luminaires in the rig</p> <p>High performance luminaire</p> <p>Even better performance</p> |
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Remarkably easy to use

- Smooth and simple 360 body rotation Quick and easy gobo and shutter positioning
- Large insulated rear handle for easy positioning and rotation Quick and easy
- Common lamp house with interchangeable tubes The same back unit can be used in many different settings, for maximum flexibility
- Lens tubes are remarkably easy to change Saves time and money
- Universal yoke, 2 balance position on body, 3 height positions, easily rotated The unit can easily be balanced on its centre of gravity
- 360 rotation and 2 balance positions for the yoke give highly versatile rigging Rigging at any angle is possible
Quick and easy overhanging
- Length of the yoke Can be rigged vertically
- One hand colour runner clip Easy and quick to fit accessories
- Clip stays open Even easier
- Wide gate Can fit 2 gobos (in different focusing planes) or gobo rotator or iris
- Bayonet action lamp changing system for simple lamp changes without affecting field setting If lamp needs to be replaced, you will not have to lose time to refocus the luminaire
- Fast and easy lamp centring, on all 3 axis Accurate and quick
- Lamp centring that won't move in transit Lamps can be set and centred in advance, to save time on location
- Fast positive peak / flat adjustment via lead screw drive mechanism for smooth tool free field settings Easy and quick
- Extra gate plate Triangular cuts possible
- Large knobs Easy to grip, accurate and smooth
- Smooth lens adjustment mechanism Easier and accurate setting
- Lens adjustments markings on zooms Accurate setting and repeatability
- Size of accessories compatible throughout the range, including zoom The same accessory will fit zooms and fixed angles for lower cost and total versatility
- B size gobo holder, colour frame, 24 leaf drop-in iris, high hat and donuts are available All standard accessories are easily available



Fast and easy maintenance

- Exceptionally easy access for reflector cleaning (just 1 screw) No special tool required, and extremely fast
- Exceptionally easy access for lens cleaning: only 2 clips and a 1/4 turn fastener on the zooms No special tool required, and extremely fast
- Lenses are colour coded Easy maintenance and replacement, without having to refer to product manual
- Flat, solid colour frame holder SL can be easily stacked on its nose

Superior design

- Compact / narrow / the smallest dimensions in its category Can put more fixtures on the same bar
- Fits in standard trussing Great for touring
- Lightweight Easy to carry (2 in each hand)
- Based on in-depth feedback from users, consultants, rental houses and dealers Meets fully the market's needs and requirements
- Complete family with 6 fixed angle fixtures: 5, 10, 19, 26, 36, 50; and 2 zooms: 15/32 and 23/50 There is an SL for every need
- Architectural version also available, with 150W long life metal halide lamp and electronic ballast Ideal for architectural applications, with superb performance and very low maintenance
- New The latest family of luminaires
- Design / looks Smooth, 'sexy' design

Safety

- Captive knob on the fixed angles, so that the lens tube cannot fall off accidentally Increased safety
- Safety bond attachment point for the luminaire Increased safety
- Safety bond attachment point for the reflector Increased safety
- Safety bond attachment point for the accessories Increased safety
- Full length colour runners with central frame retention clip Accessories cannot fall off



- Shutter blades are secured in the gate Cannot accidentally fall off
- Insulated handles and knobs Easier to manipulate

Great value for money

- 600w high-performance lamp Energy efficient. Consumes less than half the energy of most conventional 1200W luminaires
Air conditioning costs can also be nearly halved
- Use standard GKV type lamps (400 hours life), available from all main lamp manufacturers: Philips, GE, Sylvania, Osram, Thorn, etc Less expensive than special HPL lamps required for some competitors' products
- Long life tungsten lamps (1500 hours) GLB type also widely available Reduced cost for rental houses and users
- Cool beam Longer life for gels and gobos
- Common lamp house with interchangeable tubes The same back unit can be used in many different settings, giving more flexibility
- Standard size of accessories You can re-use your existing accessories
- Competitively priced The best price in its category, giving users the most light for their money