

# strand news

London - Berlin - Rome - Moscow - Los Angeles - New York - Toronto - Hong Kong

## Strand land & Wallace & Gromit **£350,000** movie contract

Strand Lighting has won a £350,000 contract to supply Aardman Animations, creators of the plasticine models Wallace & Gromit, with equipment for their forthcoming feature film, Chicken Run.

This will be the first time that Aardman have shot a feature film and Strand has been asked to design a special system that will enable the picture to be shot one frame at a time, while ensuring that lighting manager, John Bradley, can maintain consistent levels of lighting.

The order is spearheaded by 24 EC90sv dimmer

racks, each loaded with 18 x 2.5kW dimmers and 3 x 5kW dimmers. It also includes Strand control equipment in the shape of a GSX console with 25 channels of Genius operating software, and Communiqué application software to provide connectivity to external interfaces via MIDI, RS232, DMX In or remote analogue inputs to trigger macros.



Strand luminaires include multiples of Quartet F 650W Fresnels, Cantata F 1.2kW Fresnels, Alto F Mk2 2.5kW Fresnels, 2.5kW Castor F, 5kW Pollux F and 10kW Vega F Studio Fresnels, Prelude 16/30 and 28/40 650W, Cantata 18/32 and 26/44 1.2kW and Alto 14/32 and 20/38 2.5kW profile spots, Iris and Orion 1.25kW Cyclights and Arturo 1.25-2.5kW and 2.5kW-5kW Studio Softlights.



Strand Lighting has completed an office move across West London — vacating our Isleworth premises in favour of a more suitable location in Heston.

The facility incorporates a newly-fitted service workshop area and a full demonstration

## Strand completes West London move

showroom, which is now operational.

Aside from its close proximity to Heathrow Airport and the M4 motorway, the new company base is situated in an impressive canal-side development at North Hyde Wharf.

This is now occupied by all the Isleworth-based personnel, including the North European Trading Division staff (sales, service and support), as well as central marketing, R&D software support and European general management.

Our new address is: Strand Lighting Ltd., North Hyde House, Hayes Road, Heston, Middlesex UB2 5NL.

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# changing times at Kirkcaldy

As part of 1997's restructuring of Stand Lighting, new managers have been appointed in the Production, Quality, Planning, Logistics and Purchasing departments in Kirkcaldy. The new team consists of professional, well-motivated individuals who will contribute to the target of improving customer service through better management of stocks and resources.

A further significant change during 1997 was the implementation of a Customer Services Dept in Kirkcaldy, with Steve McKeen responsible for the improvement of customer service.

But the major change to the Kirkcaldy operation has been the transfer of Research and Development from London to Scotland. This change has resulted in a major recruitment exercise, with the appointment of new product development managers for each of the transferred disciplines. Combined with the retention of key personnel, this gives Strand a balance of new ideas, mixed with product knowledge - and the R&D development programmes have accelerated as a result.

The facts speak for themselves. In the second half of 1997 the production turnover in Kirkcaldy increased by 80%, and as a result the product availability improved. The target is to achieve stock of all catalogue items to ensure product availability.



Meanwhile, key areas of new development for 1998 include the implementation of an improved production layout and work methodology.

Training will also be given high priority. All Kirkcaldy staff have already participated in a

training programme and this will be carried on into 1998. Employee training will include subjects other than their normal work routines and is very customer-focused.

## Strand announce new operating software

**Strand Lighting have announced version 2.1 of their proprietary operating software. The generic upgrade features a number of refinements, the key advantages being as follows:**

**Back-Up:** Back-up PCs no longer require dual VGA cards to track consoles; the 520 can be used as tracking back-up for any non-520 series console, and a Quick Take sync command is now available.

**Displays:** The Report key now shows processor type and total cues, while the printer set-up has been moved from Set-up to Archive Print.

**Handhelds:** New consoles can now have handhelds on any Aux port; Pentium II consoles support four simultaneous handhelds; the command line now takes up to 100 characters and a new command allows handheld channels left selected to be stolen back by the console.

**Network:** A network file server is available as part of the Server upgrade; user log-ins are supported with passwords, channel partitioning and access rights as part of the Server upgrade; printing is supported to remote PCs, SN100/102s, and all SN100/102 ports are available over the network; the network configuration file can be edited at the Notes display; new software can be downloaded over the network; Network DMX and video now give much less network traffic.

**Passwords:** No 21-day start for new consoles; gives GeniusPro 100 channels indefinitely until password is loaded; application disks are no longer loadable - their serial numbers can be used for registering the new console, or PC dongle to get password.

# A New lighting system for The Vienna State Opera

The Vienna State Opera, with its gigantic stage and history of illustrious operatic and balletic names who have performed there, is one of the foremost opera houses in the world.



The whole rebuild process had to be confined to the summer recess, and within this five-week period the complete lighting system and dimmer installation was accomplished; this comprised more than 780 individual dimmer units for 3, 6 and 10kVA and three-phase 'Nondim' switch units in 18 different dimmer boxes.

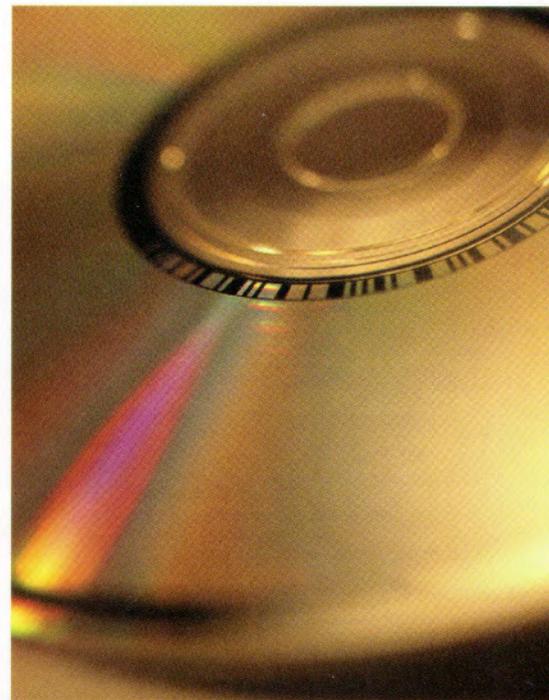
The expert disassembly of the existing installation in the dimmer room was an important factor in the overall success of the renovation. The old Pani dimmer boxes were of entirely different construction and technical specification to the ones that would be replacing it — the EC90 Supervisor system from Strand Lighting. All electrical cabling had to be clearly marked and rerun, while all input and control cabling to the individual dimmer boxes and main control unit had to be completely renewed.

The rebuilding of the lighting control end was simplicity itself in contrast with the huge task being undertaken in the dimmer room. Although it seemed merely a question of replacing the 12-year-old Strand Galaxy system with the

modern Strand 530 there was a mountain of minor frustrations to overcome — for example there was no time built into the tight schedule to save old lighting sets and presentations in the new system's database. The complete repertoire of 120 Galaxy diskettes therefore had to be converted, error free, to the 'GeniusPlus' software of the Strand 530 system. Strand Lighting wrote customised conversion programs to reduce the risk of error for this part of the project as well.

An extensive Ethernet network was installed which, with more than 20 possible connection points around the stage area, connects the dimmer room with the lighting management system and the stage.

Strand Lighting considered all eventualities with the result that most of the important parts of the network have been installed twice — and the distribution of the signal system throughout the entire Opera House facilitates lighting control from any suitable point. Using special access points the network was kept DMX-compatible to allow the continuing use of colour changers and faders.



**Strand first  
launch first  
spares  
catalogue  
on CD-ROM**

**Having recognised the value of providing customers with more readily available information about spares, Strand have introduced the first spares catalogue on CD-ROM. Customers can easily navigate through families of luminaires to identify replacement parts - simplifying the ordering process.**

**All spare parts are available through Strand distributors.**

# LD90 passes 5,000 mark

The LD90 second generation digital dimmer passed a richly-deserved milestone this month when the 5,000th digital system rolled off production in Kirkcaldy.

The sophisticated wall- or floor-mount dimmer, featuring advanced processor electronics contained in convection-cooled cabinets, has been a consistent market leader since its launch five years ago.

Using all surface mount technology, the LD90 contains a number of programmable features within the rack.

"In terms of the sheer number of units, this is our biggest selling dimmer product of all time," confirmed general manager, John McAuslan.

"And throughout that period it has hardly changed at all."

John attributes its success to superior build quality and design. "The LD90 has been well positioned and well designed from the word go, and is a product with which we've never had to make compromises.

"Its features, and its cost effective pricing, make it ideal for the traditional theatre and architectural markets."

## Quartet MK2

The upgraded Quartet Mk 2 range of 500/650W spotlights, designed for theatres, school stages, museum and display lighting, sports improved reflectors and focusing mechanisms, as well as a new 15° - 25° zoom option. This combines greater light output and refined shuttering and focus mechanisms, with an excellent beam distribution.

The chassis is attractively styled, with a lightweight, rugged diecast body, finished in black.

Other features include:

- Insulated rear handle
- Barndoor as optional extra
- Supplied with 650W T26 lamp, card colour frame, mounting fork and power cable
- Available as either 240V version (with 15A plug) or 230V version (with Schuko)

The range includes:

- Quartet F, economical Fresnel spotlight, with smooth, soft-edged 10° to 40° variable beam, and optional barndoor accessory



- Quartet PC, economical spotlight with Prism Convex lens, giving a tighter beam and wider range of beam angles from 7.5° to 55.5°
- Quartet 15/25, economical twin-lens zoom profile spotlight, with beam angle adjustable between 15° and 25°, hard/soft focus control and peak/flat beam distribution adjustment
- Quartet 22/40, economical twin-lens, zoom profile spotlight, with beam angle and focus control in addition to peak/flat beam distribution adjustment. It comes with an optional iris diaphragm or gobo holder.

## Join the Strand Academy!

To further underline their commitment to training Strand Lighting have set up the Strand Academy, providing a programme of seminars and training courses in lighting techniques and products. The initiative was taken by the Central European Trading Division, piloting the idea into an enthusiastic marketplace at the Frankfurt Musikmesse. Similar Strand Academies will open in all other Strand locations over the coming months.

Courses offer operator training on current Strand products, including, ShowNet networking, GeniusPro consoles, LD90 dimmers, EC90 Supervisor and CD80 dimmers, GSX/LBX desks, Outlook and Premiere architectural systems and moving lights.

The world-wide programme also offers seminars in lighting techniques, including lighting design in the theatre, moving lights in stage productions and networking systems in studios.

The programme began with a seminar in "Light Design in Theatres" led by Markus Bönzli, a renowned lighting designer, who has worked extensively in Europe and the USA. The seminar was heavily subscribed and was hugely successful.

Courses take place at Strand locations, but alternative arrangements can be made. All courses and seminars are free of charge.

# Brio & 18/30 & 25/50



The restyled Brio 18/30 and 25/50 600W Zoom 'Coolbeam' Profile Spotlights are high-efficiency, glass dichroic reflector spots, designed for superb performance and based around the HX600 lamp. This means that the front of the lantern and gate area remain cool.

Two zoom versions are available, one giving an 18° to 30° range, the other a 25° to 50° range.

With user-friendly lamp alignment and field adjustment controls, the other principal features are:

- Dichroic reflector with EOS coating for cool beam, extended gobo and colour gel life, and high colour temperature
- Excellent gobo projection and even beam distribution
- Sharp precise shuttering
- High efficiency axial optics designed around new generation GKV compact filament lamp
- Can be used in place of older generation 1kW and 1.2kW spotlights
- Compact dimensions and light weight are ideal for tight rigging and front of house usage
- Bayonet action lamp change system maintains field adjustment when relamping
- Smooth action zoom lens adjustment, with click stop positioning in steps for predefined beam angles
- Rock solid tilt angle lock-off
- Sliding access cover for lens cleaning and for iris and gobo holder installation
- CE mark

## The new European structure.....

### Europe, Middle East & Africa

General Manager - Georges Kiener

#### North European Trading

General Manager  
- Ivan Myles

UK, Eire, Scandinavia,  
Finland & Iceland

#### Central European Trading

General Manager  
- Horst Eickmann

Germany, Benelux,  
Switzerland, Austria,  
Poland, Czech Republic,  
Slovakia & Hungary

#### South European Trading

General Manager  
- Ian Roberts

Italy, France, Spain,  
Portugal, Greece, Turkey  
& the Balkans

#### Projects, Russia, Middle East & Africa

- Robert Copping  
- Alan Luxford  
- Terry Abbs

## Strand Lighting opens in New York

To better service markets along the American Eastern Seaboard, Strand Lighting has moved into new offices in New York. The location is:

Second Floor, 151 West 25th Street,  
New York, New York 10001.

Tel: +1 212 242 1042.

Fax: +1 212 242 1837.



# Leko zoom upgrade

Our Leko Zooms have now been updated, making their debut at last Autumn's LDI Show in Las Vegas. The new high-performance dichroic reflector makes them the brightest Lekos ever, while the new glass reflector reduces gate temperatures and heat at the filter plane to provide a bright, even field.



Available in 18° - 30° and 25° - 50° beam angle range versions, this new generation of variable focus ellipsoidal 4.5in Lekos have a number of other key features:

- Flat field and sharp edges
- Cool gate and optical train
- Compact dimensions, ideal for tight rigging situations
- Patented user-friendly lamp adjustment system for lamp centering and field adjustment
- Bayonet action lamp change system maintains field adjustment with new lamp
- Smooth action zoom lens attachment
- New click-stop positioning in steps for redefined beam angles
- Rock solid tilt angle lock off
- High voltage GKV lamp available for 220/230V installations
- Sliding access cover for lens cleaning and for Iris and pattern holder installation

## San Francisco War Memorial Opera House

When it opened in 1932 Time Magazine hailed the San Francisco War Memorial Opera House as "easily the most attractive and practical building of its kind in the United States."

But the originally-installed Resistance dimmer board was still in place when theatrical design consultants Auerbach + Associates were invited to carry out a survey in 1989. What they found, in the outmoded equipment and wiring, was an electrical fire waiting to happen.

The development of Strand's ShowNet Ethernet network system and renovation of the Opera House were closely interlinked. Working closely with Auerbach + Associates their R&D engineers created the most sophisticated lighting control system of its kind in the world which will now meet the requirements of its many other customers around the world. Similar systems have been installed at the Vienna Opera House and the Dorothy Chandler Pavilion in Los Angeles (home of the Academy Awards telecast and the Los Angeles Opera).

The system offers a great deal of flexibility and provides the Opera with the ability to control moving lights and standard theatrical

lighting from a single control console during a performance. When it is time to program a show, multiple consoles can be used to speed the recording process. A file server is provided to store show files in a central location.

A key feature of the installation is the use of Ethernet to distribute DMX data (lighting level information) around the theatre. In fact the lighting system can generate 4096 DMX levels simultaneously and this information can be routed around the theatre. The use of Ethernet simplified the entire installation process and dramatically reduced costs. In addition, all of the DMX signals are under software control and may be routed as required to the output connectors of any SN104 node.

The inventory of Strand equipment supplied comprises: two Strand 550i consoles, with 2000 channels and four monitors; one Strand 520 remote console (focus table); file server; designer display computer; back-up PC; Reporter/ShowNet PC; two colour printers; one laser printer; 1978 Status Reporting Dimmers; four fibre optic Ethernet hug racks; SN102 remote video node; two SN100 remote video nodes; 45 SN104 remote DMX nodes.



# Pomezia restored to former glories

**Strand's factory in Pomezia has now been restored to its former glories following Schroder Ventures' acquisition.**

In April 1997 the R&D department was formally reopened, and immediately embarked on an ambitious project to launch a range of Quartzcolor Location Lighting and TV luminaires.

The factory has also been reorganised to give better service to the customer. Order turnaround time for European customers is now an average of just 17 calendar days, while there are sufficient



stocks to meet small, urgent orders with off-the-shelf service.

The Customer Service department now comprises staff who know the Quartzcolor product range in depth, and can assist with product and spare parts identification; furthermore, they can pass quick and accurate feedback to customers and have an ability to fulfil promises.

Throughout 1997 considerable investment has made production and other related processes more conducive to employee health and safety, with the result that in the early part of the year the factory obtained ISO 9002 certification.

Today the Italian operation, with 95 permanent employees housed in 5,700sq.m of factory and 1,800sq.m of office space, looks perfectly positioned to face the challenges ahead.

## FOX TV bank on Strand

Strand Lighting has had a long-term relationship with Fox Film studios as well as Fox Tape, providing a large installed base of control consoles and rolling dimmer racks on most of the film sound stages. As a result of this, Strand were invited to work on this new complex and became involved in all aspects of the design, including the addition of rigging.

Strand Lighting have fulfilled the same specification for both Studio A and B, namely: eight CD80sv dimmer racks, loaded with 712 dimmers, system-wide control programmer and 16-button remote station, 520 Series console, with 600 channels and 400 attributes, two colour monitors, a mini keyboard and handheld remote, and four console receptacle stations.

In addition to the lighting control system Strand supplied 30 Iris 4 cyc lights and 30 pole operated 2K Castor fresnels with pantographs. The fresnels are used as key lights and can be quickly refocused using the pantographs in combination with pole operation.

The contract included training and system commissioning by Strand personnel.

# Premiere manages largest cruise ships

## Strand Lighting control and dimming equipment formed part of a large contract to equip Royal Caribbean Cruise Lines' largest cruise ships in their fleet.

The Grandeur of the Seas and Enchantment of the Seas were commissioned last year at the Kvaerna Masa Yard in Finland.

At 77,000 tonnes and a loading capacity of 1950, the identical ships are not only the largest in the RCCL fleet but the largest ever built in Finland. Costing \$300 million to build,

they measure 916ft long x 105ft wide. The Grandeur also utilises two acres of glass — more than any other ship afloat — in a huge glass sun pavilion called The Centrum.

Strand provided all the architectural lighting in that area, as well as the lounges, casino, dining room and general circulation areas. The specification was for 72-way dimmer racks on each ship, fully loaded with EC90sv modules. There were a number of different control stations all with Premiere controls and seven Premiere processors, linked to run under Premiere Network Manager. Master control was from their facilities office.

The equipment inventory, in each case, comprised 16 x EC90sv (large racks), 8 x EC90sv (small racks), 566 x dimmer modules, 154 x blank modules, 7 x Premiere processors, GeniusPlus with back-up software, 26 x 8-pushbutton stations, 42 x 2-pushbutton stations, 22 x RS485 receptacle stations, 14 x 6-slider stations, 6 x 9-slider station, 3 x 3-slider and 8-preset stations, 3 x 6-slider and 8-preset stations, 2 x 9-slider and 8-preset stations, 2 x LCD display stations.

## Popular Pirouette NOW in production

### Now in full production is the popular Pirouette automated spotlight for theatre, which was launched last year.

Pirouette is available in 2500W, 2000W and 1200W versions, as an automated PC (or optional fresnel) spot, with precision positioning and recall of recorded pan, tilt and focus settings.

It is controllable from 8-bit or high-precision 16-bit DMX or PALS MRL protocol through 4-way data/power distribution boxes. An optional Strand ColourCall, or other DMX scroller, can be fitted with control data and 24V power taken from the 5-pin DIN socket provided.

Other features of Pirouette include:

- Move speed selectable for either fast moves or slow, virtually silent changes
- Excellent range — over 360° pan, tilt from 30° above horizontal to 5° beyond vertically down. Beam angles of 4° to 58°
- Wide ranging set-up options accessible through yoke keypad and display
- Surface-mount circuit technology ensures reliability of electronics
- Modular electronics for ease of servicing
- Lighter than previous fixtures
- Easy to rig Power/Data distribution boxes for up to four Pirouettes and scrollers



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