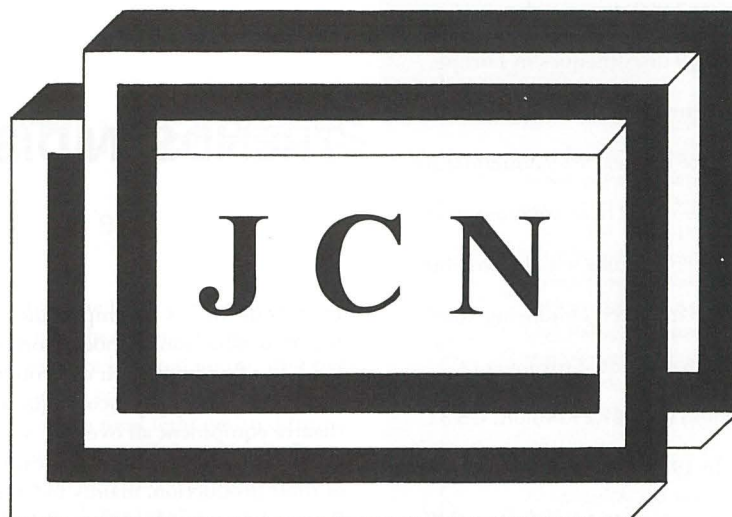


moulding and expensive die-cast aluminium for most of the metalwork, and many other companies are purpose-made to Coemar's own design. Order quantities within the disco industry are even large enough to justify special lamps such as the 40v 150w Discolux lamp from Philips and 60v 750w 500 hour HX144 tungsten halogen lamp from Thorn. The key to the most successful new optical designs lies in having the right basic lamp. Customers do not, in general, have trained technicians available to repair faulty items and prefer to pay a bit extra to ensure that failures will be rare. Coemar provides excellent drawing of their range showing assembly and part numbers for anyone wanting to do it themselves, and also a two year warranty — three for their new Jupiter system. For the same reason, and to ensure trouble-free sales into the world market, Coemar tries to incorporate the full international package of safety regulations in their electrical and mechanical designs. It is easy to see how important this is, looking at the size and weight of some of the moving items and remembering that it needs some 10,000 volts to strike a discharge lamp.

It is tempting to consider whether any of this technology can be transferred to traditional theatres or television studios. PAR lamps have, of course, been used for many years, both in PARcans and as light curtains. Several big musicals have recently used motorised versions. The new lamps specially developed for disco instruments may also find a place, although the low voltage is a problem. Big musical shows have also made good use of Vari*Lites and Strand's motorised PALS systems. The Coemar Robot and Jupiter could do similar work, though both, designed for the din of pop music shows, are too noisy for general use. To show what can be done, however, a version of Jupiter named Brio is virtually noiseless and, although not as generally versatile, also faster and cheaper. Twenty years ago, television was the rich man of entertainment and the money it spent encouraged the leap into the digital memory lighting system era. For the 1990s, keep your eye on northern Italy. They seem to be leading with the new ideas and it's a good bet that if something of equally widespread benefit results from the money now being spent on the new technology of moving lights, the language in the catalogue will be Italian.

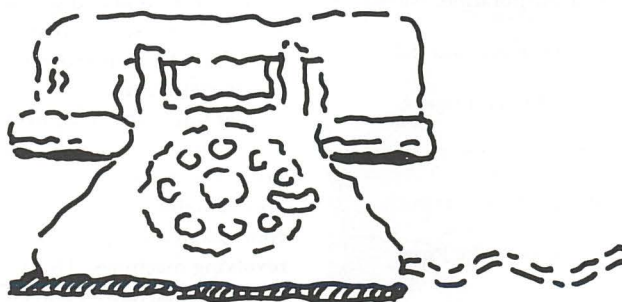
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