

Strand Value

Global economic conditions have been difficult over the last few years and for many the recessionary climate is probably the worst so far experienced. Following the 'designer' inspired affluence of the nineteen eighties the contrast perhaps seems more marked. A natural response is to exercise caution in expenditure and to look for good all round value for money and not be seduced by interesting gimmicks and novelty. Strand Lighting has been in business long enough to recognise that this applies just as well in our area of activity, where people are seeking reassurance in support of their specification and buying decisions.

Last summer, in partnership with our main distributors, we introduced the Strand 'Eurosystem'. The concept was simple. We selected a comprehensive range of luminaires, controls and dimmers and made them available through our distribution network at an affordable price. Not as a short term promotion, but as a sustained value for money programme. The success of the Eurosystem programme (and in North America the similar Century System) has confirmed our view, and in this issue of *Lights!* we introduce the LD 90 dimmer into the Eurosystem programme.

LD 90 follows our philosophy exactly. A competent, very affordable dimmer, but with features achieved through software methods that mark LD 90 out as the first of a new approach to digital dimming. It also derives from some intensive market research - in short, listening to what you have told us you need and then adding a magic ingredient to create an exciting new product.

Listening to our customers and specifiers is important to Strand Lighting as we want to provide a total service that meets your needs. With this issue of *Lights!* we are enclosing a market survey to provide you with the opportunity to let us know what you think about us. Taking a few moments to answer the survey and return it to us will help us to ensure we continue to develop the type of service and support you need.



Managing Director, Chris Waldron presenting the Strand Lighting Trophy at the 1993 'Natural Break' British Independent Television golfing championship held at North Berwick, Scotland in May.

Lights! is the largest circulation lighting journal in the world with a print circulation of 30,000 copies.

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IN THIS ISSUE

4 NEWS

A selection of news items from around the world

6 PRODUCT FEATURE

LD90 - Strand's new feature-packed 220/240V digital dimmer developed for the smaller budgets

8 STUDIO FEATURE

We focus on two major studio installations. The new Ulster TV facility in Belfast, the first equipped with the new Strand self-climbing hoists as part of a total lighting solution from Strand, plus RAI's huge new 9-studio facility in Rome.

10 STAGE FEATURE

Playhouse Square, Cleveland Ohio. The story of three deserted theatres in the USA - now restored to their former magnificence with the help of Strand's representative Paul Vincent.

12 NEWS

Strand's special treat for holidaymakers in Hawaii

13 FEATURE

What's happening on the back lots as 'Strand Goes to Hollywood'.

14 INTERVIEW

We look inside Strand's Isleworth Specials Department to see how custom hoist controls are made, plus news of the Strand CAD library.

15 COMMENT

Fred Bentham comparing Strand's new UK catalogue with his own 1936 edition, plus a contented customer from Peru - 20 years on!

16 TECHNICAL

Concern over the British Electricity at Work Regulations, and how Strand is coming to the rescue.

17 NEWS

Winners of the schools' photographic competition, plus Strand's regular special offers.

18 CONTACTS

Details of Strand's new Service Support policy.

19 REVIEWS

Two new books from Francis Reid; George Thompson's book *Safety In Live Performance*, plus Strand's Milestones in Lighting History 1936 - 1939



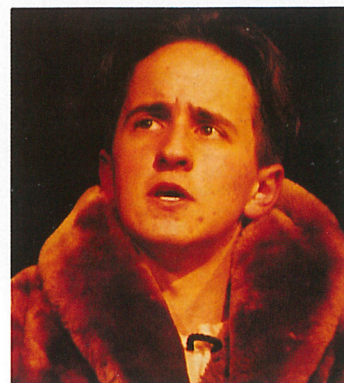
A new catalogue from Strand announced on page 4 (and compared with its 1936 predecessor on page 15!)



LD90 digital rack setting new standards in budget dimming on page 6



The complete package from Strand - Ulster TV's new Havelock House facility, page 8



One of the winning pair of shots in our schools' photographic competition, page 17.

Front cover: Lobby of the Ohio Theatre, Playhouse Square, Cleveland, Ohio. See feature page 10. Photo by Roger Mastroianni