

80 YEARS OF STRAND

In this issue of *Lights!* we indulge in a degree of retrospection and nostalgia, which seems only right when any company celebrates a continuous 80 years in business. But we also celebrate the introduction of another broad spectrum of new product, demonstrating if proof were needed, the continuing commitment of Strand Lighting to innovation and product improvement.

The outbreak of hostilities that developed into the First World War of 1914-1918 may not have seemed appropriate circumstances to provide an auspicious start for the fledgling Strand. But despite such difficult circumstances the enterprise flourished. Today eighty years on, through economic depressions, boom years and a second world war, the company looks confidently forward to the next century.

We continue to announce new control products - the LBX™ which replaces Lightboard M™ and like GSX™, announced in our last issue, operates with Strand's Genius software package. And in this issue we launch Strand's Genius™ Users Group.

Digital dimming moves forward in both smart features and affordability, with the announcement of Strand's EC 90 Supervisor™ dimmer racks. The advent of Toccata™ - a new 2.5kW spotlight range - utilising condenser lenses, offers a new optical standard which should find immediate favour with opera houses and similar larger venues. A new Colour Call is also reviewed. Remember opportunities to view new product continues at a number of major exhibitions taking place during the autumn period including PLASA where we have news of a special entrance ticket offer to *Lights!* readers.

Strand also announces a new fluorescent softlight range, which spearheads the "Low Energy Studio" programme. Due to improvements in camera responsiveness and developments in compact fluorescent lamps operated from high efficiency ballasts; the benefits of low energy consumption and a cooler working environment can be realised in many of today's smaller studios. New for location lighting are four spotlights - two fresnels and two Parlights - designed around the new generation of single ended daylight sources. The Super Novas™ and Super Quasars™. We have added to our suspension range with Lightscope™ - a single point telescopic hanger - and Super Rig™ a heavy duty track and beam system.

We also have a new catalogue for our English readers.

This issue of *Lights!* also carries a selection of some of Strand's prestige projects around the world - Opera houses in Britain, home shopping in the U.S.A., ballet from Moscow, lighting in Hong Kong, and all our regular technical and review features.



29 King Street, Covent Garden - Strand's once famous headquarters in the heart of London's theatreland.

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Front cover: Strand Lighting "80 Years of Lighting for Entertainment" illustration.