

WHEN IN ROME...

The company was established in 1949, close to the Cinecittà studios in Rome. As the Italian post war film boom grew so Ianiro grew with it. By 1960 the Company had already begun to expand into Spain, Germany, France and Yugoslavia, in effect following the film industry's main location sites.

In 1962 a new factory was opened and Antonio and Giovanni Ianiro began the move toward expanding exports. In 1967 there was another move into an even larger factory — by this time 100 people were employed. In 1968 the portable equipment — of which the Redhead is the most well known — came onto the scene.

In the same year the relationship with Rank was established, by which Rank's marketing and sales expertise took the Ianiro product into a much wider export field.

In 1981 came yet another move into the fourth, and by far the largest factory, with, of course, a far larger design and production force.

The modern Quartzcolor Ianiro range now includes motorized pan tilt and focus units as well as a range of HMI daylight luminaires.

Under the Rank Strand and Strand Century banner, Ianiro products are offered in every world market.



A view of part of the Ianiro drawing office, birthplace of some of the most revolutionary ideas in the TV/film lighting industry.



A LOOK AT THE NEW QUARTZCOLOR FACTORY

Far left, Quartzcolor 'Silo' HMI spotlights. Illustrated here are the 4kW, 2.5kW, 1.2kW and 575W versions, together with their respective ballast units.