

ATG Audiovisueel Accelerates with Astera

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ATG Audiovisueel is a busy event technical and rental company based in Vuren near Gorinchem in the Netherlands, supplying full production packages, encompassing sound, lighting, video, and staging, to a diverse range of professional performing arts and corporate / business projects in and around the Netherlands and across Europe.

In spring 2025, the company decided to make a large commitment to Astera products, explained operations manager Harmen Daniels. This started with the purchase of 64 x Titan Tubes, 16 x

Hyperion Tubes and 24 x Helios Tubes.

These were purchased as general rental stock.

“We had eyes on the brand for a while,” explained Harmen. “Our core business is event production, and we saw how popular the Astera Tubes were in this sector, where they have essentially become an ‘industry standard’”.

After talking to many different lighting designers and technicians already using Astera, Harmen and his team concluded that they were “robust, quality engineered and highly usable,” made the investment, and saw that the Tubes were soon flying out the door on all types of ATG projects.

Soon after, guided by Astera’s Benelux distributor Controllux, they started to look at Astera’s recently launched products – QuikSpot and QuikPunch specifically – as ideal tools for replacing their aging battery-powered up-lighters, which were around a decade old. As Harmen noted, “both LED and wireless technology for the live event industry have seriously advanced” over this period.



QuikSpot is a battery-powered up-lighter launched by Astera in 2025 with a precise zoomable fresnel lens and a 13-60° adjustable beam angle ... that is also a versatile and compact spotlight.

QuikPunch is also a wireless spotlight with a fresnel lens plus extra output, delivering an impressive 8,000 lux at 3 metres - while consuming just 75W of power - so a good 650W equivalent.

Both of these are completely different fixtures to the Tubes.

Harmen admitted that they also considered some alternatives, but both QuikSpot and QuikPunch “looked by far the best out there” for the power and versatility they wanted, and this was verified by the subsequent in-situ tests.

These then resulted in an order for 72 x QuikSpots and 64 x QuikPunches - more decisive numbers that underscore ATG’s commitment to Astera and their understanding of how these

products will bring real value to all their clients.



Harmen noted how the unique feature – the quality fresnel lens – of both QuikSpot and QuikPunch was a winner for them, as the fixtures can be used to light virtually anything – from performers onstage to building facades, trees and foliage, interiors, set pieces, etc. “The products are highly adaptable. That works for us – and so far, they have been brilliant!” he enthused.

Both fixtures have been used for multiple shows and events and are a big hit with the ATG crew, reports Harmen. They are enjoying using the Astera App for essential control, and once you can drill down into its functionality and that of the Astera ecosystem, it is “brilliant to use, and straightforward with all the fixtures having the same menu system.”

He also mentions the broadcast and camera-friendly features of Astera’s products, which further enhance their appeal, as almost every event will involve some sort of live recording or streaming

and camera elements.

Additionally, they like all the accessories that come with the products: “The systems are smart and thought-through - with elements like detachable barn doors and the angle indicator on the QuikPunch - obviously designed by people who are working in the field!”

Apart from their own experiences, ATG has received much positive feedback from LDs about the QuikSpot and QuikPunch. Harmen finishes by emphasising that after-sales service and support is another vital part of the investment equation, highlighting in this case their 25-year relationship with Controllux as a solid basis for this partnership, both now and in the future.



Photos: Courtesy ATG Audiovisueel