

New Robe Lighting for Multi-Media

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Multi-Media has made a wonderful Robe investment for their Johannesburg and Cape Town branches, purchasing 24 Robe LEDBeam 350, 24 Robe Tetra2, and 4 Robe Esprite fixtures from DWR Distribution.

Edwin Böhmer, lighting technician and designer at Multi-Media, is part of the well-known event

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and production company that has been delivering technical solutions and reliable service for more than 32 years. When Multi-Media's Anrico du Plessis (CEO) and Jason Fritz (Director of Production and Technical) knew it was time to purchase new lighting equipment, they turned to Edwin for his recommendations.

"I showed them a few options, and luckily the Tetra2s were one of them," he laughed.



With Multi-Media's focus on the corporate events industry, there are always more pressing things to purchase. Anrico commented, "By the middle of last year, we realised that our lighting department needed some love and attention. We had a meeting with Duncan, and Edwin and

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Jason came with a list. I think I caught Duncan off guard when I said I'm not sitting here worrying about price; as long as it comes with a flight case, clamps, and support from DWR and Robe, I'm happy. It's not about the fixture; it's about the trust and the support to ensure that the fixture can be maintained and remains operational for years. We trust Duncan, his team, and Robe deeply.



(Above): Multi-Media's Eric Dlamini and Edwin Böhmer (centre) with Kevin Stannett and Duncan Riley from DWR Distribution.

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Edwin was impressed before the fixtures even arrived at Multi-Media. Earlier this year, he attended Integrated Systems Europe (ISE) and also visited the Robe Lighting factory in the Czech Republic, which confirmed his choice.

“When you see the Robe stand at ISE and then visit the factory, you realise how much effort goes into the fixtures,” he said. “It really makes you appreciate the quality. The team at Robe were also incredibly friendly and helpful. The stand itself was spectacular, and the lighting show they put on was amazing.”

Edwin has already started putting the LEDBeam 350s to work at Versus MMA, a leading South African amateur mixed martial arts promotion that showcases top local fighters.

“Versus is a really cool event,” he said. “I’m using the LEDBeam 350s to wash the ring, and in between fights, we switch to beam effects. They’re perfect for that. Because they’re lightweight, we are able to mount them onto the LED screen so you hardly see them.”

He is also looking forward to incorporating the Tetra2s to add more depth and creative looks to their setups.

“We chose Robe because of the great relationship we have with DWR; we know we’ll always get good support,” he said.



The **Robe LEDBeam 350** is a compact WashBeam fixture delivering an impressive 8200-lumen output, offering powerful beam and wash effects without the complexity of channel-intensive pixel mapping. Complementing this, the **Robe Tetra2** produces an ultra-tight 4° beam from each of its 18 pixels, combining to create a bright, defined sheet of light. Its homogenised beams and smooth 11:1 zoom allow for a variety of looks, from a 45° wash to footlights, wall grazing or dynamic in-air effects. Rounding out the range, the **Robe Esprite** features a compact, sleek design with an exceptional output-to-weight ratio, delivering outstanding performance across a wide range of applications.

Kevin Stannett, Robe Brand Manager at DWR Distribution, added, “We really appreciate Multi-

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Media's continued support and their investment in Robe. These versatile fixtures are built to work as hard as the team using them. A big thank you to everyone at Multi-Media."