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## **Anolis Enjoys Busy PLASA 2023**

LED architectural and architainment lighting manufacturer Anolis Lighting – A Robe Business – enjoyed a busy, productive, and successful PLASA 2023 expo at London's Olympia, where its stand was prominent in the 'village' of parent company, Robe Lighting.

Anolis highlighted its new Calumma™, Ambiane™ and Eminere™ product ranges during the 3-day expo, which is generally considered the foremost trade show for entertainment technology in the UK.

Anolis' Calumma M & S fixtures are now available with asymmetric optics specifically designed for street, road, and pathway use, where unwanted glare reduction and efficiency are paramount. This luminaire is engineered for pole mounted applications that optimise pole spacings and enhance sustainability, and while this was not aimed at PLASA's primary visitor demographic, it looked cool, attracted lots of comment, and demonstrated the ongoing development and commitment by Anolis to offer comprehensive full ranges.

"Currently, options for pole mounted colour changing street-style lighting are limited, so from that aspect alone, it generated interest," noted Anolis London & southeast business development manager Ashley Popple, adding that it is also customisable with different white sources like 3000K and 2200K for countryside areas. With amber and red also available, it is another ultimately flexible choice from Anolis.

Anolis' slick and streamlined Ambiane SP range has been expanded with an adjustable version of the downlight plus a new pendant version, both offering the same key features – homogenous light output, power balancing, 18-bit dimming and TV friendly green +/- control. Currently, these are available in Pure White, Tuneable White, RGBW and Tungsten Dim formats.

Ashley reported much interest in these. "The compact size means it's appropriate for numerous installations," he stated, adding that they saw a stream of visitors working in the cruise ship, theatre, public building, and general leisure industries including lighting designers, venue and buildings managers and end users.

The whole Anolis team was generally impressed with the mix and quality of PLASA visitors this year. The show enabled catching up with some existing customers as well as making all important new

contacts.

The Ambiane SP16 pendant remote – currently the smallest of this range – was also on the stand demo, offering a powerful, efficient and high-quality solution for smaller pendant applications in more intimate spaces.

There was some serious interest in the Eminere MC (multichip). With Anolis now producing both single and multi-chip versions, this means that both Eminere and Calumma products can be matched perfectly in colour, style and output, and be specified together for seamless integration and covering multiple requirements in a single project.

Anolis' UK business development manager Simon Gooding's remarks echoed Ashley's in reference to the steady flow of visitors to the stand and a perceptible increase in numbers from the 2022 event. "We believe it was a great forum for showcasing Anolis products alongside the growing Robe family of companies and brands," he stated.

Ashley observed an increasing overlap between the business and projects of the main companies in the Robe group, and going forward can see "more 'family' collaboration and working together".

The clean, contemporary new Anolis booth design featured a dynamic showreel scrolling across a high-quality screen stretching along the entire back wall area which was eye-catching and informative.

Anolis is known for its high-quality light output, robust engineering, and elegant finish LED solutions.

Theresa Gibson, head of marketing at Robe UK, commented, "PLASA London is an excellent platform to showcase the latest architectural products. There is a great synergy in requirements between architectural and install projects and a crossover with many of the visitors that PLASA London attracts.

"This year, we were delighted to showcase fixtures from our Calumma, Ambiane and Eminere range which generated some great feedback and enquiries from across the sector including lighting designers, integrators and a variety of venues, whilst establishing many new contacts over a busy and fruitful three days at the show!"

Photo Credit: Louise Stickland









