

EDITORIAL



Counterfeiting: simply theft

ADB, like most well-known players in our line of activity, has always traded worldwide with the greatest integrity. For 80 years, we have been innovating, developing and creating technological tools -- EURODIM, PHOENIX, MENTOR, not to mention WARP -- which are our pride and joy, but also that of our clients. However, today, one of the plagues born of globalisation is at our doors; counterfeiting is no longer the privilege of luxury products; one firm out of two is concerned.

The ills are various: products are vulgarised, labels lose their attractiveness and their leadership is undermined. Counterfeiting deprives firms of the resources necessary for creation, for the development of the technologies of tomorrow. And what is to be done in the face of this insidious theft?

It is, as is well known, difficult to sue the forgers or condemn the thieves of the countries of the rising sun and their consorts because of legislature and team spirit. The tendency at the moment aims at condemning the unsuspecting users (as has been seen in the record industry) but also, more and more, the distributors (far less naive), for the line is fine between the ingenuous retailer and the well-established receiver. And it is, of course, on this hazy frontier that the makers of counterfeit products ply a brisk trade.

To accept the counterfeiting of our products as an implacable reality, a fatality which is the inescapable fruit of success, is to accept the end of innovation, stagnation and finally regression and I cannot bring myself to accept that. That is why the condemnation of receivers goes without saying, here and now.

Christian Léonard, CEO

Major breakthrough in television for WARP motorised profiles



Why WARP/M is the perfect TV luminaire

- SILENT, FANLESS OPERATION
- COOL BEAM
- 1733 LUX AT 12° / 15 METRES WITH ONLY 800W CONSUMPTION
- UNIQUE BEAM SHAPING CAPABILITIES
- HIGH PRECISION <0.1°
- NO RESET AFTER POWER DOWN

PARIS – France's leading commercial TV station, TF1, has created a completely new look for television lighting by converting its redesigned main news studio to a ring of silent, fully automated ADB WARP/M zoom profile spotlights.

TF1's Lighting Director Jean-Bernard Favero-Longo and Technical Director Jean-Pascal Lefort wanted to create a bold new look, and when they saw the WARP/M profile, they changed their set design radically to create an innovative design for lighting the set. The circular set is surrounded by 12 back-projected video screens. A circular lighting truss carries 36 ADB WARP/M profiles, along with some 1kW Fresnels and silver-finished PAR cans. The WARP/M rig allows TF1's Lighting Director to instantly switch between different pre-programmed configurations and reposition with very high accuracy. The high-efficiency light output of 1733 lux at 12°/15 metres matches that of a standard 1200W profile yet consumes only 800W. "The WARP/M allows us to reproduce identical looks whenever they're required, with minimum effort and maximum precision," adds J-B Favero-Longo. "It's a tremendous step forward in television lighting."

WARP Daylight at Frankfurt Motor Show

Renault's stand at the 62nd IAA International Motor Show in Frankfurt combined the high brightness, ideal colour temperature and controllability of the ADB WARP Daylight profile, with a stylish stand design featuring lightweight LED panels. The WARP Daylight fixtures were chosen by Lighting Designer Christian Jean and Project Manager Gérard Schallier of rental company NAT for their slim size and exceptional light output of 14,500 lux at 10m/12° with only 575W consumption.

Easy access to the WARPs from the truss among the hanging LED squares allowed the designers to use the WARP's patented 360° ring control system to accurately set focus and beam angle. The Daylight source allowed exact colour matching with the LED panels, while the WARPs' shutters cut out unwanted light projection onto the screens.



ADB

Lighting Technologies

INSIGHT



WARP/M lights the stars at Beijing's futuristic National Centre for the Performing Arts

The new Beijing National Art Centre, designed by renowned French architect Paul Andreu, has chosen ADB WARP/M motorised zoom profile spotlights as its principle automated profile light source. The controversially futuristic Art Centre, which features a titanium and glass-dome set in the centre of a lake, is intended to be as architecturally iconic as the Sydney Opera House. Set next door to central Beijing's Tiananmen Square, it contains a 2,500-seat opera hall, a 2,000-seat concert hall, a 1,200-seat theatre and a smaller, 520-seat theatre. 94 ADB WARP/M spotlights have been installed in all three venues, where the requirements for totally silent operation, a very high light output, high precision repositioning, elaborate beam shaping capabilities and proven reliability made WARP first choice among the world's leading brands.

NEWS EXTRA

SEE ADB LIGHTING
INTERNATIONALLY

Entech

11-13 February
Sydney, Australia

ShowWay

24-26 February
Bergamo, Italy

Pro Light+Sound

12-15 March
Frankfurt, Germany

WEBSITE UPDATE

The ADB Lighting
website:
www.adblighting.com

<<http://www.adblighting.com/>>

Is now available in
French



WARP Profiles and Softlights head ADB luminaire list for Belgium's HDTV Studio-A

One of Belgium's most successful TV production facilities, Studio-A, has moved to High Definition Television and built on its existing investment in ADB lighting equipment by purchasing WARP zoom profiles as part of the project. Located near Brussels, its four modern, 3200 m² TV studios serve the top end of the Benelux television market.

Recently the Studio-A team made the decision to add an entirely new dimension to their lighting with ADB's WARP profiles. Lighting Director Michel Van Laer (SBC) comments: "I saw that the WARP could add a lot to the flexibility of the facilities; it can help lighting directors achieve results that would be much more complicated with conventional fixtures. For example, when you're shooting in a tight space like a café scene you can use WARPs to add precise accents to walls, small objects and other set pieces, which is something that was more complicated to achieve with our conventional lighting. It brings added value, a new look that complements the soft lights perfectly and combines opportunities for both film and television projects."

STUDIO-A: ■ 10 WARP ZOOM PROFILES ■ 4 MENTOR CONSOLES
■ 18 MEMOPACK 30 ■ 250 EURODIM DIMMER CHANNELS ■ 232 TV FRESNELS
■ 140 ACP CYCLIGHTS ■ 70 RAP SOFTLIGHTS ■ 110 SOFTLUX COOL LIGHTS

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