

## A blinding enthusiasm for GRIVEN products at PLASA/09



As an international launch platform for the key entertainment, live event, leisure and architectural illumination industry across the world, PLASA/09 has continued to demonstrate its global influence in this last September edition, registering an increasing number of professional visitors.

This year, GRIVEN stand at PLASA/09 has seen a remarkable presence of the powerful single beam moving head projectors of the **SPYKE 2000** series. Designed for the heavy duty touring applications of the entertainment and architectural lighting industries with the

added bonus of an IP44 protection rating, these newly fine tuned lighting fixtures have already been highly appreciated by our most attentive clients, as they can offer an unprecedented sharp narrow beam projection from an extremely compact 2000W fixture.

GRIVEN has proudly presented also its most promising product novelty, which has been enthusiastically welcomed by the whole audience: the **POWERSHINE** series - the new generation of powerful exterior lighting and colour changing architectural wall washers. **POWERSHINE S** comes with 90 powerful LEDs that are capable to deliver a strikingly remarkable performance though fitted in an extremely compact unit. The double cluster 180 LEDs configuration, **POWERSHINE D** offers full independent digital control of each LED array, allowing absolute freedom to create matching or divergent effects on formerly prohibitive large-scale facades and remote spots. The **POWERSHINE** series can truly turn the newly illuminated areas into signature locations for an unparalleled standard-defining architectural lighting achievement.

Among the others, our latest digital LED product lines have successfully been showcased at PLASA/09: **PARADE-i** - **PIX 12** is a LED modular bar that enables an endless layout of patterns and graphics display. Mounted on large surfaces, TV theatres and live-show stages, **PARADE-i** - **PIX 12** can also be used to screen low resolution video-footage and shining set designs owing to its capability of driving each single full-colour LED

independently.

Widening the GRIVEN range for the virtual LED screen and graphic displays market, **GRAPH-i-CORE** is one of GRIVEN's most impacting newcomers to the family of the LED colour changers artistic mediums. Together with its efficient design, **GRAPH-i-Core** offers user-friendliness to the most demanding projects and an outstanding flexibility, which will quickly make it a favourite choice among professionals.

**GRAPH-i-LINE** is a single pixel ultra-thin linear bar fitted with 3 in 1 RGB SMD LEDs, that represents a winning idea for your graphic displays and as a defining LED colour changer. Adding to the selection of the GRIVEN LED projectors, **GRAPH-i-Line** is a must for applications where modularity and functional design meet the need of any installation challenge while keeping an eye on the containment of costs.

### Focus on...Graph-i-Dune



LED screens from ground mounting applications will be a new opportunity for the professional lighting designers, thanks to **GRAPH-i-DUNE**. Many areas, including pedestrian zones, will be inset with a compact full-colour solid state lighting unit, covered by a glazed glass, which will create, assembled in combination with other units of its kind, virtual in ground screens for image projection or colour changing effect. Featuring an IP67 weather protection rating as well as a DMX addressing automatic assignment, **GRAPH-i-Dune** can easily blend in any sort of outdoor or indoor floor, shaping a brand new

outstanding graphic, pattern, video or image ambience. Whereas light, colour and visual concept converge to create a dynamic, extraordinary, brilliant lighting performance, the new artistic medium for eye-catching display will be **GRAPH-i-Dune**.

### news



#### Kuwait - A 360° shopping experience

Redefining the meaning of shopping in Kuwait, the recently opened 360 MALL delivers the perfect blend of luxury fashion, food and a state-of-the-art family entertainment to cater for all age groups. Inspired by renowned shopping destinations as well as by the local culture of Kuwait, 360 MALL provides a mix of over 130 upscale brands including fashion, accessories, entertainment and dining....

[read more...](#)

If you no longer wish to receive our Newsletter, please [click here](#).



Griven S.r.l. -Via Bulgaria 16 - 46042 Castel Goffredo - Mantova -  
Italy

Tel. +39.0376.779483 - Fax +39.0376.779682 - Email: [griven@griven.com](mailto:griven@griven.com)