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# CT Middle East invests in Robe

## Products Involved

**FORTE®** **LEDBeam 350™** **RoboSpot™**

Creative Technology Middle East (CTME) is based in the UAE, KSA, & Qatar, and delivers technical design, planning and production for some of the most ambitious and dynamic live events and system integration projects in the region.

Creative Technology has been steadily investing in new Robe moving light fixtures over the last three years, including the recent purchases of 24 x FORTES, 80 x LEDBeam 350s and 4 x RoboSpot BaseStations with Motion Cameras.

The latest purchases have happened since CTME's head of lighting, Sam Connolly, started with CT three years ago, and were driven by him coupled with the company's previous experience with Robe moving lights, including BMFLs.

However, the time had arrived to update these with newer technologies.

Before joining the team at CTME, Sam enjoyed 10 years working in the region on interesting and demanding shows, so was therefore very familiar with the tough working environment for any equipment ... plus everyone's high expectations.

When he came onboard, CT's BMFLs were regularly out on projects, and whilst "a great light for this market ... with energy efficiency in mind, it was the time to look at some new and more sustainable technology," he explained.

The FORTES were purchased soon after he arrived, specifically to keep sustainable technology and to follow the high success of the BMFL. Creative Technology also invested into the Robe RoboSpot Follow Spot systems to work in line with the FORTE. Sam commented that the RoboSpot is an "excellent" and "easy to use" system.

When Sam joined, he had already had previous experience in Robe's LEDBeam 150, and knew how popular it had been in the market. So, when the LEDBeam 350 was launched this

fitted perfectly the need for a compact bright and versatile LED Wash/Beam fixture.

A further 40 x LEDBeam 350s joined the inventory in 2023. Sam likes the impressive 3.8 – 60-degree zoom, the brightness and the speed of the fixtures. “It’s a great little light!” he declared.

As with all the Robe elements, they were delivered by the Robe Middle East subsidiary, which is managed and run by Elie Battah, who commented, “It is very important to us for a company of CT’s calibre to commit to our products and technology, and I am very pleased that this relationship is advancing, and enjoy seeing the kit on a wide range of excellent projects.”

When Sam started looking at the FORTE, there was no other 1000W LED engine luminaire on the market in this class, and he needed a good, solid LED profile fixture with a versatile feature set.

He believes that Robe’s TE (TRANSFERABLE ENGINE) technology – the ability to replace or change the LED lightsource – dramatically increases the value and longevity of the hardware.

Robe’s support was also a vital part of the equation, and several CT crews have received RoboSpot training from Robe. They work with a wide array of LDs and many different moving lights, “Everyone is always happy to work with Robe and the FORTES,” Sam stated.

CT services a multiplicity of projects across an array of sectors – corporates & industrials, broadcast, music concerts and festivals. This year’s shows have included being the lighting supplier for Hans Zimmer (LD John Featherstone) at the CocaCola Arena which featured a large Robe moving light rig and RoboSpots.

He is now looking at iFORTE and iFORTE LTX (the IP rated version of the FORTE) as so much work in the Middle East is outdoors, and also more LEDBeam 350s ... as they are a light that active companies can never get enough of!

Sam’s overall impression of Robe is that they are a brand that designs and builds robust, reliable products, especially since 2014 when the BMFL range was launched, which he feels “definitely helped put Robe on the map in the world of moving lights.”

Around 150 people currently work out of CT, with 12 in the lighting department plus freelancers when needed. The company supplies full production – lighting, sound, video,

staging & rigging and they are involved in an average of 6 significantly large projects per month plus a host of medium and smaller sized events.

CTME just won two prestigious awards at the 2024 Middle East Event Awards staged at Dubai's Madinat Marina, one for Best Video Solution and one for Best Light & Sound Solution, which are great tribute to the whole team.

Photo Credit: Louise Stickland



