

## Press Release

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The following information is available for immediate release. For more information contact Jerry Swatek, Upstaging Inc, 815 899 9888 ext. 346, 815-899-1080 fax, or [swatek@upstaging.com](mailto:swatek@upstaging.com).

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*Chicago – May 1, 2009 - You Dream It, Upstaging can build it.* The ingenious elves at Upstaging have again been hard at work in their workshop. This time *Headlite W LED* is born.

For the designer, the new Headlite W LED is a 5200 kelvin white LED fixture in a compact 18" x 18" package. The fixture contains 24 strips, each with 6 High Power Luxeon LEDs, for a total of 144 LEDs per fixture. Creating the brightest LED fixture of it's kind with an output of over 25,000 lumens. The Headlite is controlled by 24 DMX channels, each channel controlling one of its 24 LED strips, providing amazing programming possibilities. Each individual LED has it own interchangeable lens again offering creative opportunities. Currently the fixture comes with a 12° lens, without the lens the LED puts out a distinctive narrow 6° spread, 24° lens is available.

For the tech, the DMX input is 3 pin XLR complete with data flow thru. The fixture with its auto-switching power supply draws only 3amps at 208v or 5amps at 120v. The 18" square fixtures weighs only 35lbs and currently offers a stationary yoke with a three hole configuration which can be hung in any orientation. With its 50,000 hours of LED life this fixture is built to last, keeping maintenance simple.

The Headlite W LED is exclusively available at Upstaging. "The Headlite W fills a need in the market for a low wattage "blinder" and special effects fixture that simply could not be found anywhere else." explains John Huddleston, General Manager of Upstaging Lighting Services. "We are ecstatic to see over 20 of the Headlite fixtures out on the current Nine Inch Nails tour."

Although the Headlite is new, Upstaging is no stranger to innovation. Over a decade ago Upstaging introduced the Dmx Data Lynx, as one of the first A/B switches with panic backup for use with evolving moving light consoles. Soon to follow in the Data Family was the Dmx Data Split and Palm Lynx. More recently Speedwire was introduced, providing the ability to move scenic elements via Dmx with speed, precision and elegance. Upstaging also carried its innovation into an industry staple: trussing. In 2008 Upstaging unveiled HUD truss (High

Utility Design) to fill a gap between the limitations of standard trussing and current lighting design trends. In less than a year the HUD truss was in high demand, with major tours such as Neil Diamond, AC/DC, Janet Jackson, Cheetah Girls, Nine Inch Nails, Radio Head, and Walking with Dinosaurs, all requesting the truss.

For over thirty-five years, Upstaging has been committed to innovative solutions for world-class artists and productions. "This year is off to a fantastic start for Upstaging", cites John Huddleston, "we are fortunate to provide solutions to some of this year's greatest productions." Upstaging touring line up this year includes the tours of Yanni, Walking with Dinosaurs (including US, Europe, and Japan tours), Staind, Kings of Leon, Chevelle, Disturbed, Fall Out Boy, Slipknot, Katy Perry, Jack's Mannequin, Franz Ferdinand, Death Cab for Cutie, Bonnie Raitt, Keane, Keyshia Cole, WWE (World Wrestling Entertainment), Coldplay, AC/DC and Seal.