



# IMAGONEWS

SPECIAL EDITION

NANLUX

# WHAT'S GOING ON



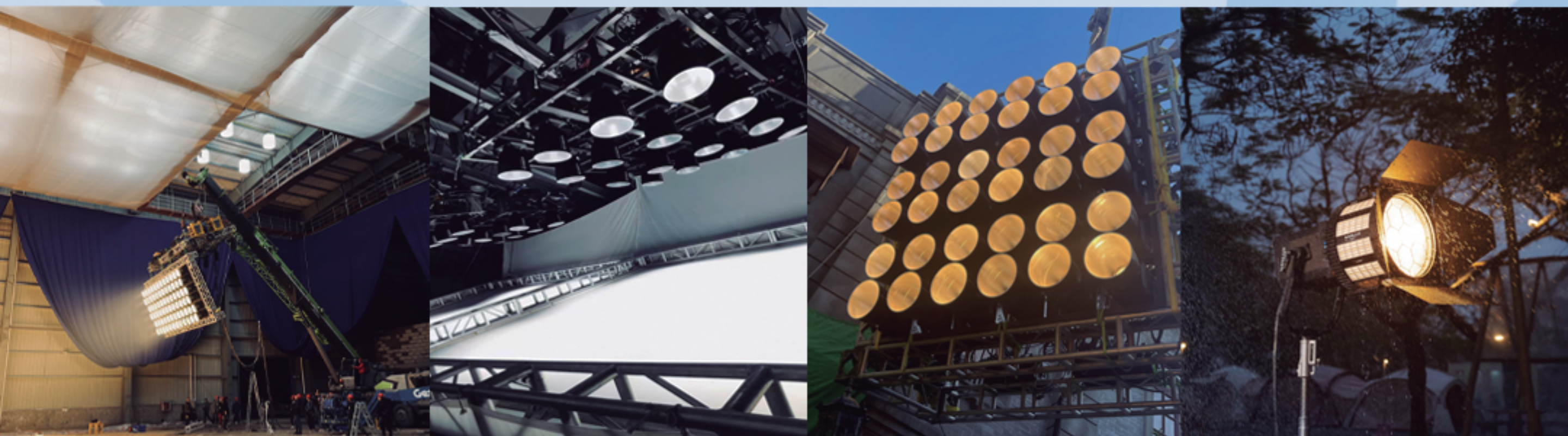
## Nanlux Evoke 2400B, Leading Illumination Innovation

The Nanlux Evoke 2400B LED spotlight revolutionizes the landscape of film and TV lighting with its advanced technology and compact design. With a powerful 2400W fixture, this innovation excels in efficient power conversion, aligning perfectly with the industry's increasing focus on sustainable production practices. The Evoke 2400B maintains exceptional power output, serving as a viable alternative to traditional high-wattage fixtures. Its ability to operate from a standard household mains socket and maximize output for each watt drawn meets the demand for efficiency and cost-effectiveness. This eliminates the need for generators, particularly important for news and sports broadcasters covering large events requiring quick and flexible setups in various locations.

With the optional Motorized Fresnel Lens FL-35E, it further enhances its capabilities, delivering an impressive illumination of 75,700 lux @3m, 5600K, 15°.

### Evoke 2400B Key Features:

- Bi-color LED Spot light
- Rated power 2400W
- 2700-6500K color temperature range with green and magenta shift  $\pm 80$
- CRI average 96
- TLCI average 97
- TM-30 Rf average 95
- TM-30 Rg average 100
- SSI (3200K) 84, (5600K) 74
- 0-100% dimming, in 0.1% increment
- Impressive illumination of 41,910 lux @3m (5600K, with 45° reflector)
- Ultra-high illumination of 75,700 lux @3m (5600K, with Motorized Fresnel Lens FL-35E)
- Weatherproof IP rating: IP55 for both lamp head and power supply
- Comprehensive wired and wireless control methods: on-board, Nanlink App, remote controller, DMX/RDM, Art-Net/sACN, LumenRadio CRMX, wired controller
- 12 built-in effects with adjustable settings: CCT Loop, INT Loop, Flash, Pulse, Storm, TV, Paparazzi, Candle/Fire, Bad Bulb, Firework, Explosion and Welding
- Four fan modes: SMART, FULL SPEED, LOW SPEED, OFF
- Two output modes: MAX OUTPUT and CONSTANT OUTPUT
- Electronic contacts for modifier recognition function

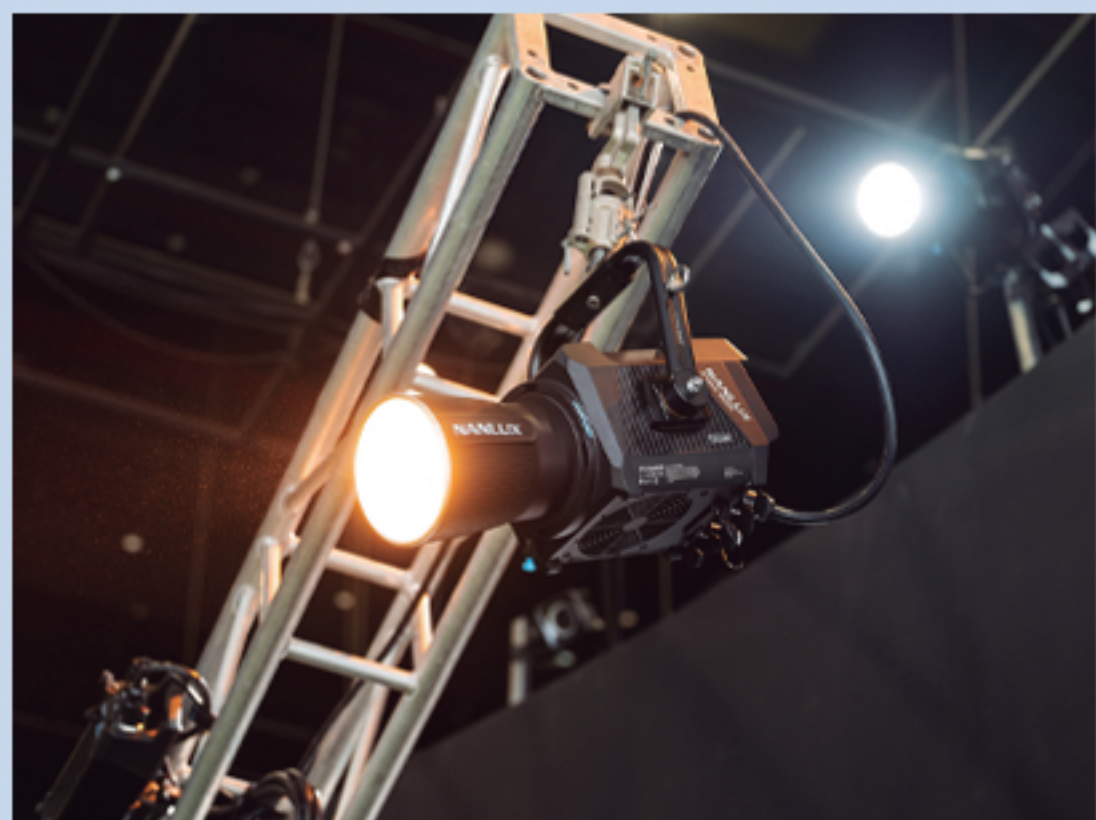


## Revolutionizing Virtual Production

Sam Nicholson, ASC, Founder and CEO of Stargate Digital, completed a live-action trailer based on the video game "Shrapnel" involving live actors on a virtual set.

"Stargate is really pushing the envelope on virtual production and particularly kinetic lighting interface - pixel map lighting - which requires a really high-performance light," explained Nicholson. Nanlux was just the company to provide that. "Nanlux was kind enough to let us test out all the various units and determine which works the best and then scale it up to a full-scale virtual production

shoot. We were doing a lot of exterior work, which called for a fair amount of light. We needed a nice single source sun to eliminate double shadows. In most instances, you can gang lights together as a softer light, but if you really want hard shadows from a single source, the Evoke 2400B is the perfect solution."



## Crafting Atmosphere

For director of photography Djordje Stojiljkovic, SAS, his latest short film "Anima" was a chance to "create a world that felt both familiar and eerie, thereby enhancing the depth and sympathy of our short narrative. We used Nanlux Evoke 1200B, Dyno 650C, Nanlite Forza 720B, Forza 60C, PavoTubes, PavoBulbs, and the Nanlux Evoke 900C RGB also played a crucial role in conveying the emotions and moods of our story. We used it as key light in most of our scenes. Colors have a remarkable ability to influence our emotions and perceptions which makes

them an essential element," said Stojiljkovic. "The decision was quite easy to choose Nanlux and Nanlite products, which took center stage on our set with their extensive RGB program, enabling us to achieve the precise control and lighting effects to execute our vision."

With filming complete, Stojiljkovic added, "Nanlux Evoke 900C is unquestionably at the top of my light specifications when it comes to RGB lights for its outstanding spectral quality and extensive array of color filters, sufficient intensity, built in effects and the versatility of attaching accessories to effectively alter light characteristics."

## Nanlux Attends the 38th Annual ASC Awards

On March 3, over 1,100 honorees, nominees and supporters gathered in Beverly Hills for the annual ASC Awards for Outstanding Achievement in Cinematography. Nanlux sponsored two tables at the awards, with Nancy Zheng and Andy Lin at the event. Other guests of Nanlux included George Mooradian, ASC and his daughter Milena, also a cinematographer, Shane Hurl-

ASC, Crescenzo Notarile, ASC and Francis Kenny, ASC. Seven competitive categories celebrated creative camerawork in a wide range of productions. Awards committee chair opened the evening with the first award in the Spotlight category, which went to Warwick Thornton for "The New Boy." The win for Episode of a Half-hour Series (this award was sponsored by Nanlux) went to Carl Herse. "Oppenheimer" cinematographer Hoyte van Hoytema Wins Feature Film Award. Don Burgess, ASC was honored with the ASC Lifetime Achievement Award.

