

# The Sheet

Lights, Sounds, Action with BMG Sales



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Orlando – November 16 - 18 – LDI 2007

This year it was back to Orlando, almost “home turf” for Chauvet, for LDI 2007. Last year in Las Vegas, Chauvet revealed the DVwall and everyone saw just what Albert Chauvet and the design team had been talking about – “Chauvet is growing beyond the DJ market”.

Following up from '06, LDI2007 was the year of the LED for Chauvet. You had to look long and hard and even then, you would have been hard pressed to find a bulb. The entire Chauvet booth was LED!!! Chauvet built on its **GREEN** reputation as the leader in eco-illumination. That well-deserved reputation was earned this past summer on the Poison Tour, by showcasing a slew of new products featuring LEDs. At LDI2007, the Chauvet booth was the place to check your knowledge of LEDs and learn even more about them.

Chauvet featured high-powered LEDs of 3, 5 and 14 watts. The MiN Spot & MiN Wash walls were particularly impressive and drew folks into the booth. The booth itself was designed by Fifi, the Lighting Designer of the Poison Tour, and Barry Abrams, Chauvet's Product Development Manager. The collaboration paid off as Chauvet won the Best Big Booth Award at the show.

The booth featured a very open design with the new production oriented products scattered on the perimeter and a baby grand piano in the center. At the rear were 2 walls of MiN Spot and MiN Wash displays and behind them, the Vue product family and Club Chauvet. Page 2 of this newsletter highlights some of the new products. Visit [www.chauvetlighting.com](http://www.chauvetlighting.com) to get more new product details and see some pictures of the booth. As always, call us at BMG Sales for pricing, availability and pre-orders.

All in all, LDI2007 hit a home run for the **GREEN** team.



## NAMM '08 Booth News

The BMG Sales team will be at NAMM'08 in full force. Call the office to set up appointments for the lines we rep. Look for us, call our cell #s, find us at any of these booths:

- Bosch(Telex/EV): 6569(Hall A)
- Chauvet: 7507 (Arena)
- Electrix: 1007 (Hall E)
- GCI (Gemini): 6966 (Hall A)
- Grundorf: 6790 (Hall A)
- Show Solutions: 7523 (Arena)

## El Jefe's Corner

Welcome to 2008! I'd like to start off our first newsletter of 2008 wishing you a happy, healthy and prosperous new year. We've been quite busy since our last issue of the BMG Sales newsletter and so, I have lots to share with you.

We attended EV's National Sales Meeting in Nisswa, Minnesota in October – yes, of course, it was cold! At this event, BMG Sales received “Best Dealer Development” and an Appreciation Award from Sam Ash. In addition, Paul Morini won Best Live Sound Sales Rep of the Year!

From the cold of Nisswa, MN, I was quite pleased to travel to Punta Cana in the Dominican Republic in early November for

EV's Incentive Trip. There was a nice contingent from the NY/NJ area – congrats to each of you! Once EV announces their 2008 incentive trip, let's work together to get even more of you there next time!

LDI2007 was next, in Orlando – read a recap of that show just above my column. Then, it was December – and time to close out the year, taking advantage of some manufacturer specials, wherever you could. Thanks to each of you for a successful 2007.

I'm very pleased to announce that we start off 2008 with the addition of 2 lines: GCI Technologies and Show Solutions. GCI is best known for their DJ Pro Audio lineup of Gemini, Cortex and iKey products. Show Solutions brings you top of the line truss and staging products. You'll be seeing and hearing more about these lines in the coming months.

Finally, January 17 marks the start of NAMM'08 – if you haven't set up booth appointments yet, call our office now – we want to see you there!

Turn the volume up, *Bruce*

## The Calendar

Jan 17-20 NAMM 2008 – Anaheim, CA – Booth info listed in "NAMM 08 Booth News" Column on page 1. If you're going to NAMM and don't have appointments set up with BMG Sales – it's not too late – call the office and get on the schedule to visit the manufacturer lines we rep – 732.294.1890.

July 17 - Lightronics Product Training

## CHAUVET LIGHTING COLORado Family Expands



At the recent LDI show in Orlando, Chauvet served notice that the award winning COLORado 3 is not a one off fixture for the company. It is, in fact, the first of many pieces designed to get Chauvet noticed in the production/rental market.

The COLORado 3, which debuted at LDI2006 in Las Vegas, was on tour for most of 2007 with Poison. The tour went well, the units held up to the stress of the road and plans are in the works for another tour.

The new members of the COLORado family are the COLORado 6, COLORado Batten, and the COLORado Panel.



COLORado 6

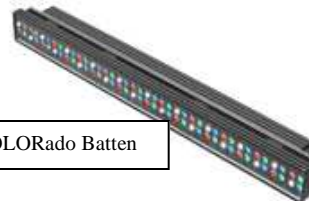


COLORado Panel

All feature high power LEDs. The COLORado Batten and Panel boast the addition of white LEDs that provide color correction as well as hue, saturation and value adjustments. The Broadway and Production markets asked for these features and Chauvet answered with new innovative technology.

These units can be viewed at Chauvet's website: [www.chauvetlighting.com](http://www.chauvetlighting.com). Contact BMS Sales for more info, pricing and availability.

Congratulations to Albert Chauvet and entire design team on these new additions to the family!!!



COLORado Batten

## Chauvet Lighting – Mobile DJs Go GREEN

The other "Page 2" article in this newsletter describes the COLORado family of lights that is garnering market share for Chauvet in the Production arena. Chauvet has not forgotten its roots and who made the addition of the COLORado possible, the DJ market.

DJs now have an opportunity to go green with Chauvet's LED based DJ offerings. At LDI2006, Chauvet showed the VUE family of lights. These were designed and targeted at the DJ market. They were the first DJ lights that Chauvet offered using LED technology. The VUE I, II, and III are being used around the country to produce amazing effects without a lot of programming.



J-Five fixture and effects



Expanding the DJ market LED offering, Chauvet announced several exciting additions to the line at LDI2007. The new lights are the Vue VI, the J-Five, the LX-5 and the LX-10. These lights all create various effects and draw an incredibly small amount of power.

All feature 100,000 hour LEDs and the heaviest light weighs 12 pounds. They are also sound activated.

These lights can be seen on the Chauvet website as well as on YouTube! DJs are uploading videos from their recent gigs.

For more information and pricing, please contact the BMG Sales office.



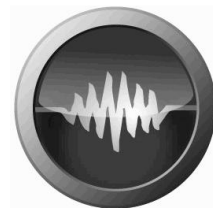
Vue VI



LX-5



LX-10



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