

NEWSFLASH

**ESPLANADE CHOSSES “TOTAL DIMMING SOLUTION” FROM STATE AUTOMATION**

**Singapore:** Esplanade - Theatres on the Bay, a premier performing arts center in Singapore and one of the world's busiest arts center has chosen **State Automation** dimming systems for its redeveloped Outdoor Theatre and existing Concert hall. The dimming systems were carefully selected by Milton Arnold, the theatre's Lighting Technical Manager after due consideration of various international brands product specs and their local after sales support capabilities.



(R-L): Milton Arnold of Esplanade with Michael Goh TSM and Andy Latimer of State Automation

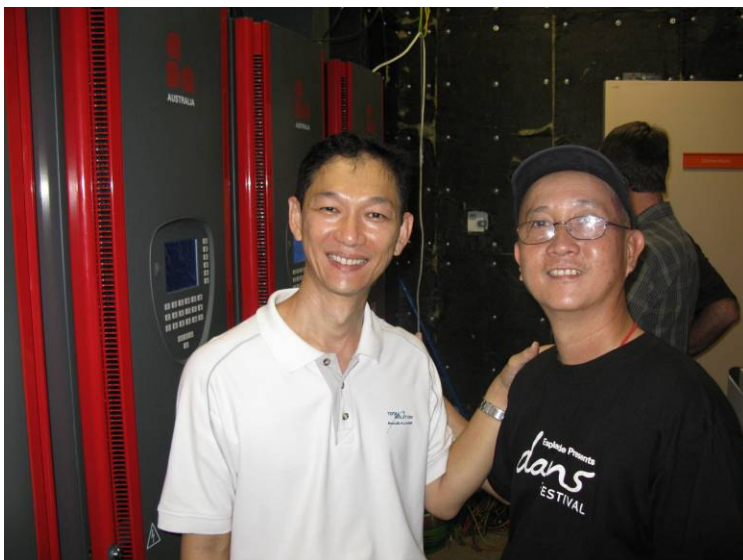


The Outdoor Theatre fronts the 300m long Marina Bay waterfront which can seat 450 paxs and take up to 600 standing capacity under the starlit sky. **15 units of 19” 12 channels 2.4kw and 1 unit of 19” 6 channel 5kw Advance Phase Control (APC) dimmers** had racking & power distribution

customization done by State Automation's local distributor **Total Solution Marketing** before being installed in time for its opening in August. Milton revealed that the State Automation dimmers were chosen for its "green" APC technology which is very energy efficient thus reducing heat dissipation. This makes it a perfect choice to be installed in hot & humid outdoor environment such as the outdoor theatre which has no air conditioning. With its low heat dissipation, it will be less stressful for its internal components thus allowing for longer dimmer lifespan.



(R-L) Milton Arnold with Andy Latimer, Wang of Esplanade, Michael Goh TSM and friend



The 1,600 seater Concert Hall, which is the crown jewel of Esplanade was fitted with State Automation dimmers in September when Esplanade was closed for the F1 race. The dimmer equipment lists includes **8 Solution 96 cabinets and 568 APC channels in 3kw & 5kw with RCBO.**

Milton informed that he had invited several international brands to pitch for the contract but ultimately chose State Automation as they satisfied his requirements in product design and usability. Milton also acknowledged that another solid reason for choosing State Automation was his confidence in Total Solution's ability to provide reliable after sales and technical support.



Other than the new dimming system, State Automation's flying system is also installed and used at the Esplanade Theatre. There is a permanent crew onsite 24hrs / 7 days per week as part of the maintenance contract awarded to State Automation. The APC is a proven dimming technology patented by State Automation which is widely used across Europe and Australia since its introduction.

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