

Distributors in the Spotlight

ProlYTE has a world wide network of distributors. These distributors play a vital role in the promotion, sales and distribution of our products. Every now and then we will introduce one of our distributors in this newsletter, this month we have the privilege to introduce Aerial Rigging from the USA.

Aerial Rigging & Leasing, Inc., founded in 1987, is one of the largest full service rigging companies in North America, specializing in overhead lifting for the hospitality, entertainment, theatrical, attractions, theme park, convention and trade show industries.

The various aspects of our business include providing exclusive rigging services to the leading hotels catering to the meeting and convention industry, the sale and rental of ProlYTE Truss, the sale and rental of Stagemaker chain hoist motors, the sale and rental of Aerial Molded Cases, the sale and rental of skjonberg controllers; Dalloz fall arrest equipment, Petzl, CMC, and PMI fall arrest equipment. We also provide technical and project rigging for stage installations and special projects.

Aerial is the rigging company of choice in many leading hotels and facilities in Orlando, Tampa, Miami, Phoenix, Scottsdale, and Dallas. We have built a strong

following among the most noted names in the expanding entertainment, attraction, and theme park industry.

Our clients include Disney, Universal, Cirque Du Soleil, Ringling Bros., Barnum & Bailey, Ice Capades, Hard Rock Cafe, Planet Hollywood, Tampa Bay Devil Rays, Raymond James Stadium, Tropicana Field and the Ice Palace.

We are very proud and fortunate to be a U.S. distributor of ProlYTE. The conical coupler system, used to configure truss, pioneered by ProlYTE, gives us a product that is extremely well received by the industry. We feel strongly that the exceptional welds, the superior quality of the aluminum used in the truss constructions, the strength of the truss relative to its weight, and the ease with which ProlYTE truss can be assembled sets ProlYTE apart from the competition.

We stress the fact that the labor savings to be experienced with ProlYTE truss systems will pay for the truss itself in the very short run. We also feel that the product range from the E15 series of decorative truss through to the heavy duty S100 series of truss, the tower systems, the roof systems, the extensive range of standard corners, box corners and book corners, circular truss, accessories and Stage DEX give us an unparalleled range of product to offer our client base.

Steve Murray has recently been appointed to head up our Equipment Sales Division stressing the sales of ProlYTE Truss, Stagemaker motors and our new line of molded road cases. We are making a concentrated push to market these products to the large production companies, the lighting industry, audio-visual companies and the exhibit builder industry.



Prestigious shopping mall installs ProlYTE truss

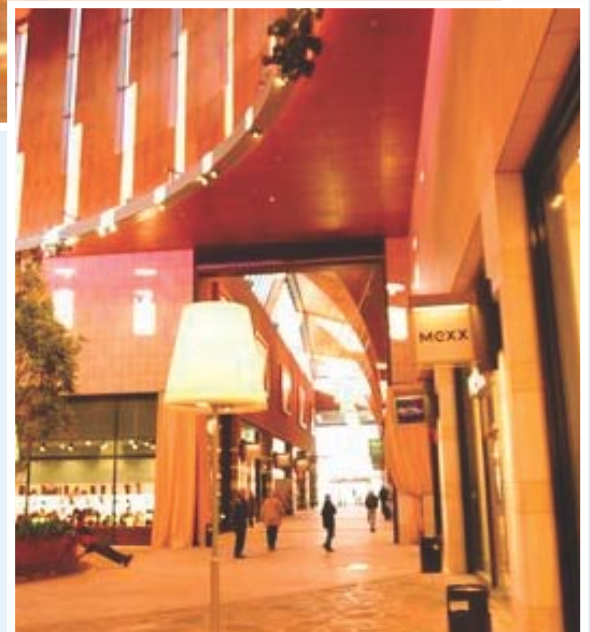
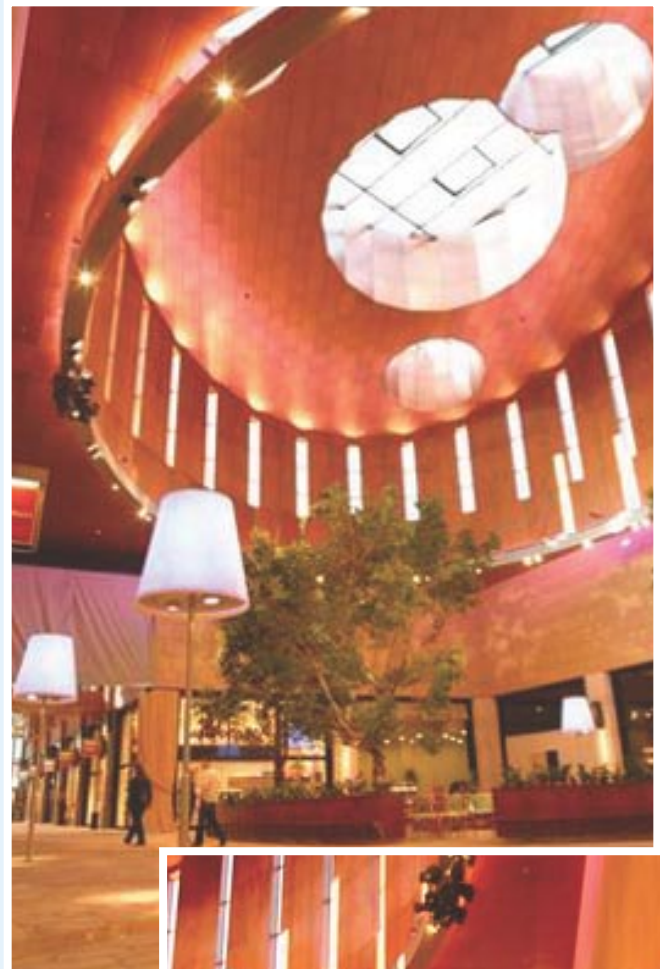
De Klanderij is a prestigious shopping mall project in the centre of Enschede. University city Enschede, situated close to the German border, acts as an international shopping centre. Forum Invest, a developer who invests mainly in large shopping centres, has developed the project. De Klanderij has over 20.000 square metre of shopping space on top of which 39 apartments are build. The architect of this project is Pi de Bruin, The Jerde Partnership from Los Angeles are responsible for all interior design.

The central hall of the shopping mall is oval shaped. Belgian company "Art Concept Technology" was asked to provide a creative solution for the lighting of this object. Their concept proposal was an oval construction in which all lighting and technical equipment could be integrated.



All lighting armatures, ballast units, cables, as well as the basic construction itself must be invisible from the public point of view, which is 9 metres below the construction. ProlYTE has developed an ellipse shaped truss construction of 25 x 17 metres, which can be completely covered with sandwich panels, which can be painted in any wanted colour.

The truss construction has a cross section of 500 x 400 mm. Main tubes of this truss construction are made from a custom made aluminium extruded profile. This special extrusion has a slot profile to accommodate the sandwich panels on 4 sides and a different slot profile to provide suspension



points for the construction. The sandwich panels can simply slide in from the sides. The complete construction is coated with a RAL 9007 colour.

De opening festivities for de Klanderij took place on October 30th.



PRODUCT NEWS

Stage DEX Product news:

After a period of intensive testing, Prolyte has now released a series of telescopic legs for their Stage DEX Staging systems. The telescopic leg is a nice addition to the complete range of Stage DEX accessories, which already included a standard leg and an adjustable leg. As all legs in the Stage DEX range, the fitting of the leg to the deck is easy, just slide the leg in position and lock with the handle.

The telescopic leg can be extended to any desired length and comes in three different lengths:

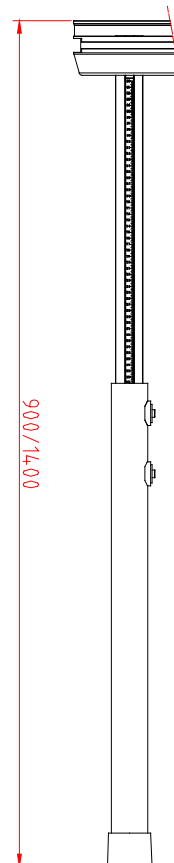
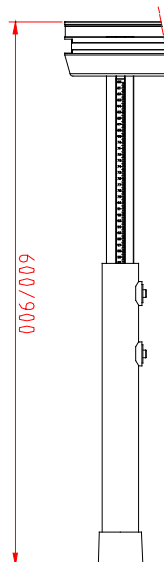
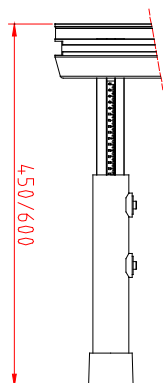
- Telescopic leg 45-60 cm code: SM-L-45/60-ADJ
- Telescopic leg 60-90 cm code: SM-L-60/90-ADJ
- Telescopic leg 90-140 cm code: SM-L-90/140-ADJ

Two M10 hexagon socket head screws need to be released before the leg can be extended, once extended to the required length, the telescopic leg needs to be locked at both positions to guarantee optimal functioning of the telescopic mechanism. The M10 hexagon socket head screws have to be tightened by using normal force. Measures on the inside of the profile indicate the total length of your leg and safe using boundaries.

As an optional tool, the M10 hexagon socket head screws can be replaced by M10 crank handles (code: SM-L-ACC-01). The telescopic leg is fitted with a rubber cap, which will prevent any damage to your flooring.

The telescopic leg is very sturdy and the telescopic mechanism is tested to be road prove. The telescopic leg can support the maximum allowable loading of the Stage DEX, being 750 kg/m².

The telescopic leg is deliverable from the second week of December 2003.



JSA announced to be Prolyte distributor for Russia

After a period of orientation on the Russian market, Prolyte has found a suitable company to represent Prolyte in this region. JSA is a professional Staging Company, which was founded in 1996. Their main business is professional staging and production of larger scale events and concerts. The company employs 45 people. The company is involved in professional designing and drafting for setting up stages of various structure along with providing a show with entire stuff of required production including logistical and technical aspects of an event. Apart from that, JSA is involved in the distribution, hiring and setting up of Layher scaffoldings. Since 1998

JSA has become an official representative of Layher GmbH in Russia. JSA already has two Prolyte roof systems in stock, which are hired on a regular basis. Both JSA and Prolyte think that this mutual business relationship will bring many benefits to both. For more information visit www.jsa.ru



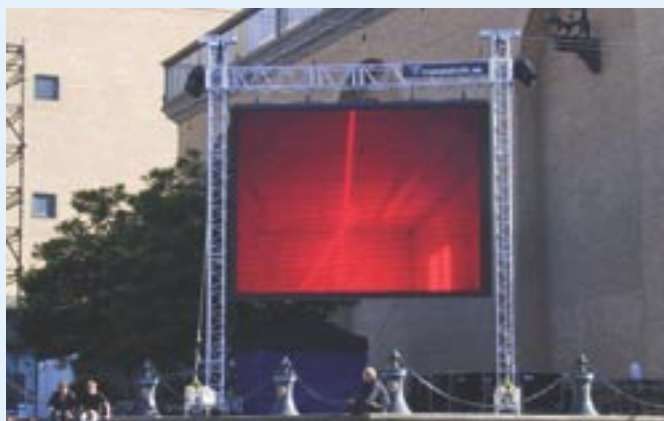
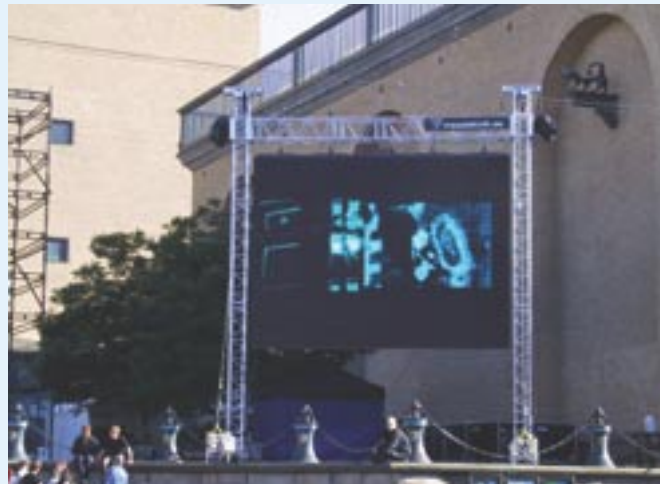
PROJECT NEWS

Truss frames for outdoor projection screens

As reported earlier (see newsletter nr. 16), Prolyte has provided truss for standard frames for LED projection screens. The construction was supplied to Massteknik by Bellalite, distributor in Sweden for Prolyte.

The original idea came from Mats Karlsson of Bellalite and Niclas Ljung of Massteknik. Together with the R & D team of Prolyte they worked out the definite design of the construction. The frame, based on two ST towers, is constructed from standard truss, no special parts are needed. After the first gig, all parties involved were very content with how the system performed. The pictures show an outdoor symphonic concert in Gothenburg, Sweden.

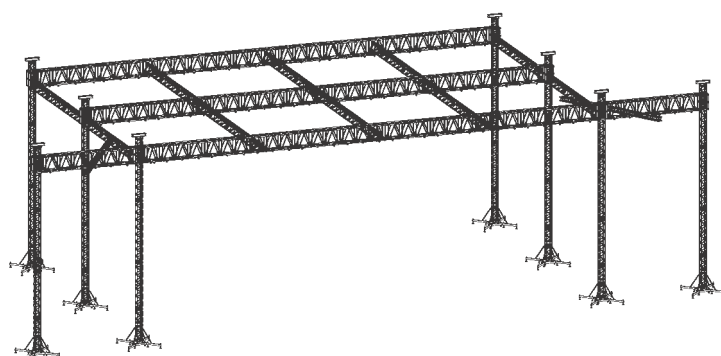
www.massteknik.se



Giant ground support system supplied in India

Prolyte has supplied a very large ground support system to Modern Stage Service in India. The ground support system is based on B100RV truss and has measures of 30 x 15 m. Staff of the Prolyte engineering department will be present to support the initial build up of the system. Apart from controlling if the system is build correctly and safe, the main purpose of the engineering staff is to train the technicians of Modern Stage Service.

Modern Stage Service was founded in 1956 and has grown into a renowned sales and rental organisation of professional lighting, staging and sound equipment. Modern Stage has been pursuing the search for quality solutions in lighting and stagecraft. Modern Stage Service manufactures & designs stage lighting and stage craft equipment which includes stage furnishing.



Owing to the intrinsic quality and superior performance, equipment from Modern Stage has been appreciated and is in constant demand by the lighting designers, experts, theatre architects and other members of their ilk. Modern Stage has gained major recognition for lighting & designing services for various cultural events and theatre. Their Director Mr. R. K. Dhingra has been honoured with numerous awards including the prestigious Sahitya Kala Parishad Award (Delhi Govt.)





Outlook on insight

Exhibition company Gantenbrink has realized a special project for the ISH 2003 exhibition; OUTLOOK, Energy performance of Buildings. The project was realised in commission of the Messe Frankfurt.

The project was developed to enhance attention for Energy saving programmes by the target groups attending the ISH exhibition. The concept was designed by Architect Prof. Luis Ocanto-Arceniegas.

A structure of 8 x 18 x 13 m. high was built, resembling a house. The complete house was tilted at an angle so visitors could look inside when passing by. Insight in building techniques was symbolised in this way. On the inside of the structure a black box was built that could be used as seminar or presentation room. Within the house, several presentations were held, which were given by several renowned architects. These presentations drew massive interest from the public. The total concept held high demand in technical realisation; the complete structure should be invisible to the public. Together with Prolyte Products Group, Gantenbrink worked out the construction, using H30V truss as supporting structure. The complete house structure had a weight of over 10 tons, but was supported only on 5 large base plates. This construction not only had to be calculated very thoroughly before it could be realised, the actual constructing on site asked for extensive planning and experienced technicians.



Rigging towers flank Nelson's Column

Unusual, one of the UK distributors for Prolyte, were approached to provide technical services for the annual Trafalgar day service that took place on Sunday 26th October on Trafalgar Square in London. The key element was to provide a sound system that covered the entire square but did not visually detract from the historical surroundings. Unusual Rigging used two Prolyte S52 rigging towers, one either side of Nelson's column from which to suspend the PA clusters. The great advantage of the S52 tower is its speed of erection. Furthermore, since it is self-erecting and requires a minimal amount of ballast, provisions for this are not required on site, a big advantage at locations such as Trafalgar Square.



Prolyte exhibits at LDI show

Prolyte shows several products this year LDI. Apart from the introduction of the Protrac, special attention will go to the Stage DEX system and the Prolyte rigging towers.

- **ProTrac. Get on the right Trac!**

ProTrac* is the latest technical invention of Prolyte Products. ProTrac is designed as an upgraded fly-bar system for the theatre or related fields, with several extra options.

- **Stage DEX. Building stages with dexterity.**

In close co-operation Prolyte Products and the Stageco Group have developed a complete staging system. This staging system, called Stage DEX, is the strongest and most versatile demountable staging system on the market. The profound material knowledge and sublime production techniques of Prolyte were matched with the long-term practical experience and market insight from the Stageco Group. Combining the best ideas eventually led to the development of the Stage DEX.

The Stage DEX consists of an aluminium frame from a special profile. The Stage DEX staging system is deliverable in several shapes and sizes. A broad range of accessories, from support systems to hand rails, complete the system.

- **Prolyte Rigging towers**

Prolyte has developed a series of stand alone rigging towers, which can be used to support your PA system of any other equipment like audience lights or set pieces. With the current development of line array systems, the rigging tower is the perfect answer for any PA company.

Visit our stand to have a look at our new, as well as our regular products. The Prolyte team will be happy to give you detailed product information and answer all your questions.

Prolyte can be found on stand 851 at the LDI Show 2003.

Upcoming events:

ACF, Brussels, November 25-28th 2003

Vakbeurs Theatertechniek, The Hague,
January 26-28th 2004

SIEL, Paris, February 1-4th 2004

PALME, Dubai, February 17-19th 2004

CSP Productions replaces truss inventory

CSP Productions, based in Singapore, is to replace their entire truss inventory with Prolyte trussing.

Prolyte and CSP came to an agreement during the last PALA Exhibition in Singapore. CSP made the agreement immediately effective by buying the complete Exhibition booth of Prolyte.

CSP Productions is by far the largest rental company in Singapore and the surrounding region. Established in 1993, CSP Productions is backed by a multi million-dollar inventory, trained personnel and logistics support. Their constant investment in the latest equipment and training of technical staff enables them to operate at a high level of effectiveness and consistency. Kenny Heng, managing director of CSP is very confident in his choice for Prolyte, as he commented: "Prolyte has an outstanding reputation in the rental market. The excellent performance and safety of their products is just what we need to be able to do productions on the high service level which people expect from us".



Constantly revised: www.prolyte.com

The Prolyte website is continuously revised. We keep updating, adjusting and changing our website to inform our users in the best possible way. So check our website on a regular basis for the latest news and product updates. If you have any remarks, questions or ideas please respond to info@prolyte.com



Looking for the latest and most up to date technical data on Prolyte truss? Check the Prolyte download centre.

The Prolyte download centre is the newest service Prolyte offers to their customers. All existing technical data will be made available for our customers and users. Why this service? We think that safety is best served if our customers know exactly what is possible and what isn't constructing Prolyte truss. You're always free to send your questions to our engineering department. (info@prolyte.com, attn: engineering)

