

## **Pin Power!**

### **American DJ Unveils Compact White Pinspot With Powerful LED Technology**

LOS ANGELES/KERKRADE – American DJ has taken a DJ/club/display lighting standard – the white pinspot – and propelled it into the 21<sup>st</sup> century with LED lighting technology. The company's new, compact **Pinspot LED** is powered by a bright, clear 3W LED that has the brightness and output of a 30W halogen bulb, but uses considerably less energy and generates virtually no heat. Plus, the Pinspot LED's 50,000-hour lamp nearly eliminates the need for replacement bulbs.

“Our customers' requests for a simple white pinspot with cutting-edge LED technology prompted us to create the Pinspot LED,” said Jos Reulen, Export Manager of the American DJ Europe. “Using LED technology instead of a standard halogen lamp makes the Pinspot LED virtually maintenance-free and very energy efficient, significantly lowering operating costs, and also allows it to run at a considerably cooler temperature. This amazing little unit definitely takes the classic white pinspot into the next generation.”

With its powerful, bright, focused beam, the Pinspot LED is great for a variety of lighting applications, from highlighting objects and framing displays, to creating club lighting effects. It can be shined on a wedding cake or projected onto a mirrorball at a dance club for eye-popping effects. It can also be used to create dramatic mood lighting on a restaurant table, or to spotlight displays at a retail store. Its small size also makes it great for use in multiples. “Wow! If I throw two of these from different directions on a wedding cake, I'll make a great impression,” said one veteran DJ, when he first saw the Pinspot LED at a trade show.

Featuring an installed 12° beam angle, the Pinspot LED is easy to aim at objects you want to highlight. For added versatility and value, a 6° beam angle is also included in the box. The Pinspot LED's versatility, along with its compact size, makes it a must-have in the lighting arsenals of DJs, clubs, restaurants, special events planners and retail display designers.

Weighing just 450g and measuring a compact 14,5mm L x 7,6mm W x 5,0mm H, the Pinspot LED is extremely easy to transport – anywhere a spot of light is needed. “This pint-sized powerhouse can be used in the smallest of locations, and is sure to become a staple in any mobile DJ's arsenal,” said Reulen.

But the Pinspot LED doesn't just make things look good, it's an attractive little unit itself. Its sleek, high-tech plastic case design seamlessly blends with stage sets and displays, and can actually enhance their appearance. A hanging bracket included with the unit makes installation a snap.

The unit also includes a switchable power supply of 90-240V, 50/60 Hz. The Pinspot LED is priced very affordably, with an MSRP of just 50 EUR.