

## **Spread The Word**

### **Put Your Message In Lights With American DJ's Text-Generating LED Messenger Effect**

LOS ANGELES/KERKRADE – Getting across your “message” at clubs, parties, and weddings just got easier, thanks to American DJ’s unique new LED Messenger. A portable LED-powered moonflower effect, the LED Messenger projects glittering text messages – such as “Happy Birthday” and “Happy New Year” -- across the walls, ceiling or dance floor in brilliant red, green and blue lights.

A dramatic addition to any special occasion, the LED Messenger comes equipped with 10 pre-programmed messages, making it ready for use right out of the box. It is also fully programmable for customized greetings – just plug a PS2-type computer keyboard into the unit and type a message of up to 30 characters. The 192 high-output LED’s (72 red, 48 green, 72 blue) will spell out your words, allowing you to project a personalized message at any gathering, such as the bride and groom’s names at a wedding or a tribute to the guest of honor at a banquet.



An extremely versatile effect, the LED Messenger not only projects text graphics, it can also function as a high-output moonflower effect. This versatility makes it ideal for DJs and clubs with limited budgets and space, giving them two effects in one! As a moonflower, it can be operated with a DMX controller or simply plugged in and run in Sound Active mode to its own built-in programs. It is also linkable to other units for Master-Slave operation in multiples.

“With the LED Messenger’s dazzling and customizable text graphics, DJs and emcees can give any event - parties, weddings, corporate banquets – the feel of a Hollywood premiere,” said Scott Davies, General Manager of the American DJ Group of Companies. “Since it also acts as a single moonflower effect, this very unique fixture can be used as a standard club or dance floor light, too. What’s more, users also get all the benefits of LED-powered lighting, which is a rapidly growing trend in DJ/club effects.”

Among these benefits are LED lamps’ extremely low power consumption. The LED Messenger is equivalent in output to a 400W halogen light, based on side-by-side visual comparison, yet it draws only 55W of power. This saves on energy costs and allows more units to be hooked up on a single electrical circuit. LEDs also run cooler than traditional halogen bulbs, keeping the temperature more comfortable on the dance floor, and allowing the dazzling light show to run all night without shutting down for duty cycles. The lower operating temperature also allows mobile entertainers to pack up their lights more quickly at the end of the evening, without having to wait for them to cool down.

Additionally, the LED Messenger’s LED lamps have an extremely long life, rated at 100,000 hours, which virtually eliminates the expense and hassle of lamp replacement. This, combined with the LED Messenger’s rugged housing and lack of moving parts, makes the unit virtually maintenance-free, giving users years of bright, beautiful lighting effects in rich, saturated colors that do not fade and do not require a fog machine to appear brilliant to the eye!

The LED Messenger features 3 DMX channels, a 4-button LED DMX display menu, manual light source adjustment from the outside, and a PS2 type keyboard input on the rear for typing in custom text (keyboard not included). An optional wireless remote controller is also available (sold separately).

Compact and portable, the LED Messenger measures 12.75”L x 9”W x 9”H and weighs 15 lbs. It features multi-voltage operation (120-240V, 50/60Hz) and comes with mounting brackets, for “set up and show” convenience.

More information at [www.americandj.eu](http://www.americandj.eu)