

Wybron's Mobile Light Lab

Sets Off on *Visuality Tour 2011*

On February 3, Wybron, the Colorado Springs-based maker of lighting products and accessories, previewed the latest edition of its Mobile Light Lab, the truck that brings the company's products to cities across America. First launched last year, the Mobile Light Lab covered 30,000 miles, playing host to approximately 1,000 customers. The project was sufficiently successful that Keny Whitright, the company's CEO, commissioned a custom-built 48' trailer truck, which is, according to a company release, "a one-of-a-kind, state-of-the-art showroom that is the only place dealers and their customers can experience the entire line of Wybron products working together the way they were designed to."

allow customers to examine specific products at length and in depth. On the TV screen, they can summon up slide shows about each product and a video catalog showing the total product line. A screening area at the front of the truck shows a number of short documentary videos. One of them features Richard Pilbrow, the noted lighting designer and theatre consultant, discussing the basic principles of his craft. (Pilbrow was videotaped at the Irish Repertory Theatre in New York, where he was lighting, with Michael Gottlieb, a revival of the play *Molly Sweeney*.) In another video, a number of prominent lighting people discuss the increasing importance of LED units in their work.

The latter video is particularly

grated RGBW LEDs for in-lens color mixing, it is also reportedly five times as bright as comparable fixtures and more than twice as efficient. The product also features a CRI of 92. And it is clearly the company's ambition to fill theatres and television studios everywhere with as many Cygnus units as the traffic will bear.

Then again, Whitright is nothing if not ambitious. Speaking to the press at the Light Lab preview, he announced a goal of doubling sales between 2010 and 2011. When asked how he intended to accomplish this—either through new products, more aggressive marketing, or through the help of an improving economy, he smiled and said, "All three."

In many ways, the creation of the

Light Lab and the onset of LED technology represents a turning point in the history of a company that has seen nothing but turning points in its avid pursuit of the latest developments in entertainment technology. Founded 32 years ago by Whitright, Wybron's initial product was the Coloram scroller, a simple, yet brilliant, idea, which allowed designers enormous new freedom in using color media in their shows. The



Inside the truck, there are six stations, each one dedicated to a specific Wybron product family and featuring an actual working product, a controller, and a flat-screen TV. These stations

important because one of the key products on display in the Light Lab is the Cygnus Series of LED wash lights. Billed as being one of the only luminaires in the world that uses inte-

product instantly became an industry standard and remains dominant in the US marketplace. The latest version of the product is the Coloram IT, billed as being the most reliable,

quiet, and technologically advanced unit of its kind.

Over the next few decades, as Wybron delivered scrollers to virtually every entertainment venue in America, Whitright and his team continued with its ambitious product development plans. First came Colorexpress, a process that enabled the company to produce over 200 gelstrings a day, thereby increasing the popularity of the Coloram. Next came Autopilot, a tracking system that kept moving lights focused on performers as they moved around the stage. Perhaps the most ambitious has been InfoGate, which, taking advantage of the RDM protocol, provides feedback on the performance of RDM-enabled DMX equipment in the theatre.

The development of the Cygnus is an especially good example of the company's forward thinking. Wybron's success was built on the color scroller, which is now a mature product, to say the least, being totally identified with incandescent lighting technology. Whitright and his team are clearly keen on making the Cygnus the anchor product of the company's next decade or two. To do so, big plans are in place. The company, which currently employs 32 people in a 50,000-sq.-ft. space, plans to add an additional 60,000 sq. ft. by next year.

As we go to press, the Visuality Tour 2011 will stop in Colorado, Utah, Nevada, Arizona, Southern California, Iowa, Kansas, Nebraska, Texas, Oklahoma, Tennessee, Louisiana, Georgia, Illinois, Indiana, Missouri, New York, North and South Carolina, New Jersey, Pennsylvania, Florida, Virginia, the District of Columbia, Maryland, Ohio and Michigan. Check out the company's web site (www.wybron.com) for the latest information. ☎

green.



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