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GRIVEN IMPERIAL PERFORMS IN TYHE SKIES OF DOWNTOWN LOS ANGELES

Adjoining Staples Center and the Los Angeles Convention Center, the amazing L.A. LIVE district is home to some of the best attractions in Southern California. This huge amusement structure is located on a 27-acre (over 109,000.00 m2) site and features an array of entertainment venues, retail, commercial and residential spaces.

As an integral part of the L.A. LIVE district, the arena, the towers and the convention center deserve a particular mention.

Opened in 1999, Staples Center is a large multi-purpose sports arena owned and managed by AEG, which hosts over 250 events including the annual Grammy Awards, concerts, family shows, national conventions, all-star games, championships and tournaments it is also home of the Los Angeles Lakers and the Los Angeles Clippers and average over four million visitors annually.

After years of running the traditional rotating 4 head searchlight fixtures, AEG's Paul Flanagan, Director of Engineering wanted to come up with something more dramatic but a lot less maintenance. He called upon industry veteran Brian Konechny (now at Solotech) to help. "Instead of just more of the same, we wanted to make sure we got a 'wow factor' with this install," said Brian. The GRIVEN unit has less moving parts than typical fixtures, so reliability is great and with being able to program synchronized patterns via DMX, make the lights even more dramatic," he added. Griven stepped up and made some custom modifications that made the installation and control straight forward.

Specified and supplied by Solotech, the 40 units of the GRIVEN narrow single beam searchlight IMPERIAL in custom white finish, located either on the roofs or at the base of all the buildings that form the L.A. LIVE district, precisely sweep their powerful white rays through the sky of Downtown L.A. every night attracting the attention and wows of thousands of tourists and residents. Their high reflectivity optics and precision focus setting ensure a superbly bright, perfect light beam visible at distances of kilometers. Used in advertising, fairs, festivals, concerts and other public events or to highlight permanent installations, monuments and city landmarks, Imperial is a performer at outdoor live events, a star at evening celebrations capable of turning any night event into a memorable, breathtaking show.

Web Link: www.griven.com

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