



Press Release

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Vari-Lite VL10 luminaires shine brightly on Marc Anthony's Pa'lla Voy Tour

- Signify's entertainment lighting to be used for 26 Marc Anthony concerts across North America
- VL10 luminaires deliver speed, versatility and 28,000 lumens, supporting a show design that is both engaging and dynamic

Eindhoven, the Netherlands – Multi-award winning Latin music star Marc Anthony has returned to the stage with his Pa'lla Voy tour, taking in 26-dates across North America with an arsenal of [VL10 BEAMWASH](#) luminaires from Vari-Lite, a [Signify](#) (Euronext: LIGHT) entertainment lighting brand. The VL10 delivers speed, versatility and an impressive 28,000 lumens to Lighting Designer Travis Shirley's bold stage design.

Shirley developed his concept around six vertical lighting arrays that provide the tools necessary to create effective and functional stage focuses. "When the drawings of the show were completed, it was time to start discussing fixture choices. Good friend and production guru Roly Garbalosa mentioned to me that our preferred vendor ProColor was looking at purchasing the new VL10s and asked me to take a look at them. How does the saying go? It was love at first sight," said Travis Shirley.

The tour, which kicked off at San Antonio's 18,500-capacity AT&T Center on August 27, celebrates 2019 album Opus and Anthony's three-decade career. It has sold out arenas across the US, with fans eager to see him play live for the first time since early-2020. The three-time Grammy Award and six-time Latin Grammy Award winner's compositions vary from slow and heart wrenching to fast and flamboyant, moving fans to tears in one moment and lifting them to their feet the next. Therefore, the show design had to be both engaging and extremely dynamic.

"I wanted to create a production that could not only accommodate his talented band, but also offer the flares of Latin salsa," reveals Shirley. "I knew that we needed some sort of modern, yet classic, approach to an orchestra set up, thus the multi-tiered stage design. From there I looked at unique and creative ways to not only light the talent, but also provide the audience with lighting design appropriate for the genre."

He states that Vari-Lite has become a regular name on his specs. "Vari-Lite is one of the longest, most proven lighting brands in the entertainment lighting business, so naturally they make their way onto my spec list very often. The product range is so diverse. I find myself using newer lights like the VL10 for some shows, yet also specifying the classic VL5 for others. Vari-Lite is a staple and I love that there are no surprises with the products. I know what I'm getting every time."

The award-winning LD, who is known for his innovative approach to lighting and show design, worked closely with Ian Berkman and the programming team at Visual Edge to realise the final design. The result is a captivating spectacle that has thrilled audiences across the US, promising to do



the same in Canada and Mexico through December, before culminating at The Forum in Los Angeles a week before Christmas.

Learn more about the benefits of Signify's different entertainment lighting offerings by visiting the pages of [Vari-Lite](#), [Strand](#) and [Zero 88](#).

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About Vari-Lite, Strand, and Zero 88

For over a hundred years, we've been blending innovative engineering and a love of performance to create the high-quality solutions that drive some of the world's most extraordinary experiences. With advanced optics, innovative control, and complete end-to-end entertainment lighting system solutions for installation and rental, [Vari-Lite](#), [Strand](#), and [Zero 88](#) enhance the passion and performance of artists around the globe, whether that's a school play or a world tour. Vari-Lite, Strand, and Zero 88 are part of the Signify portfolio of brands.

About Signify

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2020 sales of EUR 6.5 billion, we have approximately 37,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We [achieved](#) carbon neutrality in 2020, have [been](#) in the [Dow Jones Sustainability World Index](#) since our IPO for five consecutive years and were named [Industry Leader](#) in [2017](#), [2018](#) and [2019](#). News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.