

The 'Godfather' of modern lighting

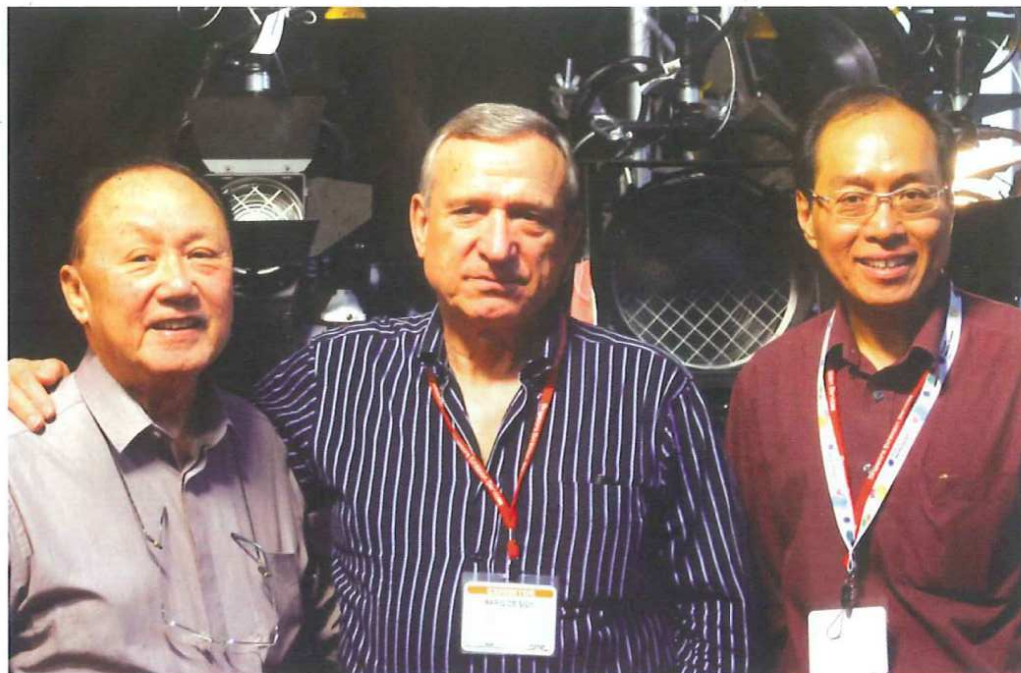
As the man responsible for some 50% of professional lighting installations in the world, Mario De Sisti might well be regarded as the father — or, perhaps, the godfather — of modern lighting.

De Sisti is chairman and chief executive officer of DeSisti Lighting, a world leader in lighting installations for film, TV and photography studios as well as theatres, stadiums and other large venues. The company is at BroadcastAsia2008 to promote not only the latest in lighting for HD studios, but also the entire range of hoists, rigging systems, fixtures and other lighting accessories.

"HD studios need less power, smaller light sources but more lighting points to create the depth of image," says De Sisti. For this, he recommends the CST (ceramic studio theatre) lamp.

"Its light is similar to tungsten, with a colour temperature of 3200K. But it is cool, with just 15% infrared (heat) energy compared to over 70% infrared energy produced by tungsten lamps. So it is very comfortable for the people in the studio," says De Sisti.

Cooler lamps also mean that lesser air-conditioning is needed, thus saving energy. Further energy savings arise from the fact that CST lamps are four times brighter than tungsten lamps. A 250W CST



Mario De Sisti (centre) with two directors of DeSisti Asia Pte Ltd, Keen Wong (left) and Patrick Ching.

lamp, for example, can replace a 1,000W tungsten lamp.

Beyond lighting, DeSisti is showcasing its latest "band technology" that employs flat steel strips, or bands, instead of steel wires, to hold and hoist lighting fixtures. The advantage is that the steel band, being thin and light yet strong, requires a less powerful motor to hoist. And as the

steel band takes up less space, longer lengths can be accommodated to enable higher lifts.

"This system allows lighting fixtures to be lifted to 20m or higher," De Sisti says. "Using steel ropes, 10m is about the highest you can go."

You can find the Godfather at **booth 8K5-01**.