

◆ TLS, INC. ◆

Volume 38

"We Light the Stars"

Sept-Nov 2003

TLS, Inc. Expands North & West

TLS, Inc. is still expanding! Aside from our move to a larger facility last year, we have opened branch offices in Nashville, TN and Jackson, MS. Both branches are handling sales only; rentals and production services will still be handled through the main Huntsville office. Kelsey Beard is heading up TLS, Inc./Nashville. Kelsey was last employed as a Certified Home Inspector for Pillar to Post, a franchise throughout the U.S. and Canada. He was also previous owner/partner in Beard-Wolf & Associates, Inc.; manufacturer representa-



Kelsey Beard
TLS, Inc./Nashville

tives for commercial, industrial and residential lighting products. During his time,
(Continued on page 2)

Meet Our Repair Department

It's back to school time for a lot of you out there. As you return and start up those plays and choir concerts, you're going to realize that the lighting console that fizzed out during your last show in April didn't jump up and fix itself over the summer.

What are you going to do now that you're starting a new year and have a new budget?

Lucky for you, we have the answer! Call Traci Bridges, our Re-

pair Manager here at TLS, Inc. The Repair Department has built a solid reputation on communication, commitment, and quality service. When asked to introduce her department, Traci says, "(We are) committed to providing our customers with the very best maintenance and repair services possible".

The Repair Department is now housed in a larger and brighter space. This expansion allows us to keep a greater inventory of

parts, enabling us to offer a 72 hour turnaround guarantee for most in-house repairs.

Traci's department is filled with factory trained technicians, including, Johnny Chambers and Alex Clair. Andrew Maples and Russell



Traci talks to a customer about a TechnoBeam

Ware are System Techs who do field repairs on complete lighting systems.

Granted, we are our own best customer,

servicing 80% of our own rental equipment. We

support our Rental and Production Services departments by maintaining our gear to provide better performance with fewer breakdowns. We also provide warranty repairs for various manufacturers. Workmanship carries a 90-day warranty on all non-factory warranty repairs.

Now that you know about our Repair Department, pack up that console and get it to Traci! Contact Traci by calling, or emailing tbridges@tlsinc.com

ColorCommand™ from HE

article info provided by Debi Moen - High End Systems

Worldwide automated lighting manufacturer High End Systems, Inc. (Austin, TX) is now introducing and shipping ColorCommand™ a color changing PAR/Washlight that is unique not only to High End Systems' line of luminaires but also to the industry.

ColorCommand uses a patented color mixing system that incorporates automated (remote) changing of color and beam angle control in a fixture that is cost comparable to a PAR can and scroller, but at just a fraction of the cost of moving lights. Positioned as an alternative to PAR can or Fresnel lighting systems, ColorCommand provides the functionality of these fixtures but eliminates the need to manually change lenses or lamps to control beam size or add gels to change color.

The color media used in ColorCommand is dichroic borosilicate glass - it won't fade or change color as a result of use, so a custom color created during rehearsals for a show or event will appear identical a month or year later.

The ColorCommand dichroic color mixing system uses a pat-

(Continued on page 2)

THEATRICAL LIGHTING SYSTEMS, INC.

Shipping/Showroom
Internet

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North & West (from page 1)

the company grew to \$4 million plus in sales in Middle Tennessee. Kelsey worked closely with architects, electrical engineers, and owners in the design of lighting requirements for commercial and industrial buildings. Contact info for Kelsey can be found at the end of this article.



Rusty Scafidel
TLS,Inc./Mississippi

TLS,Inc./Mississippi has Rusty Scafidel at the helm. For the past twenty years, Rusty has served as Director/Executive Director of Technology for Jackson Public Schools in Jackson, MS. He has also been actively involved and working as the Television and Production Lighting Designer for First Baptist Church in Jackson for 15 years. Rusty's production lighting experience dates back to high school where he received a Stagecraft Scholarship to attend Mississippi College in Clinton, MS. Rusty has experience lighting college, high school, and dance productions as well as church productions. Becoming a grandfather in July has put Rusty on Cloud 9. Congrats, Rusty!

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615.319.7330 (C)

TLS,Inc./Nashville
and
TLS,Inc./Mississippi
have opened!

TLS,Inc./Mississippi
Rusty Scafidel
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Jackson, MS 39201
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601.352.1755 (V)

ColorCommand™ (from page 1)

ented design that incorporates two lenses and three color wheels. The first lens splits the light into 25 separate beams which pass through CMY (Cyan, Magenta, Yellow) color-mixing glass. The second lens rejoins and projects the light into a fully saturated, evenly colored beam. Because of the beam-splitting technology, the CMY color wheels are able to perform almost instantaneous color-changes (1/3 of a second to go from clear light to virtually any color imaginable), from subtle pastels to deep saturates and everything in between. It can quickly - and quietly - bump between any of these colors or make slow, controlled fades - all through a fat beam with a uniform field.

Says HES Chief Technology Officer Mike Wood, "High End Systems is typically known for developing leading-edge technology such as the migration to digital lighting. But we felt that there was a need in many markets for an inexpensive washlight that provides superlative color mixing in a compact, inexpensive fixture. With ColorCommand,

instant color and remote beam control will enable a new level of lighting sophistication to price sensitive markets while also providing best-in-class color choices and fast, uniform color mixing for discriminating Lighting Directors."

Specific features of ColorCommand include:

- » Very rapid snap changes from one color to any other
- » Quiet - even during snap changes
- » Fully variable beam angle
- » It's compact and lightweight - not much larger than a PAR can.
- » Simple to operate - just 4 DMX channels: cyan, yellow, magenta, beam size
- » Ability to fit barn doors, top hats, snoots and other accessories
- » Live color fading from one color to another at any speed with no strange intermediate colors
- » Fat output beam: 8-inch (200 mm)



diameter

- » Smooth color mixing including pastels and saturated colors
- » Fully dichroic colors - no gel scrolls to specify, prepare in advance, or replace when burnt out
- » Colors never fade - same on the last day of a long show engagement as the first

- » Smooth, stepless movement allowing slow imperceptible color fades over many minutes
- » Even, soft edged wash with good beam distribution for easy blending
- » Incandescent lamp - color temperature (3200K) matches

- other incandescent fixtures
- » Efficient optics with high output from a 750-watt compact biplanar lamp (800 watts in Europe)
- » Inexpensive - comparable with a PAR can and scroller

If you would like to Demo or purchase a ColorCommand, please contact a TLS,Inc. Sales Project Manager.

This Ain't Rock-n-Roll

article contributed by Gene Mason, Hunter Street Baptist Church, Birmingham, AL.

Automated (moving) lighting is just about everywhere these days. I went to the movies recently and while buying popcorn noticed a theater logo dancing across the floor near me. I looked up to find it being projected by a Technobeam. There is one place, however, that moving lights still don't find themselves very often, and that is in worship spaces.

There are congregations where moving beams and smoke and patterns are appropriate - and you know who you are. But, I'm talking about the majority of churches where worship is fairly conservative and moving lights are considered solely in the realm of rock-n-roll. These churches worship in wide open rooms that are generally poorly lit. There's no color, no focal point and no contrast in the lighting. These worship areas are just crying for automated lighting. Maybe it's the fact that the finance committee pictures little robotic things moving around on the ceiling as a distraction. Someone please tell them it's 2003, and everyone knows lights can move. The real value to these worship spaces has little to do with movement and everything to do with versatility.

Versatility in placement. Automated lights can move to where the "action" is at the last minute, and without much

work. Worship services are very demanding on a production staff. I can't think of another production environment where so much is planned and executed on the fly. In a church, the production meeting may consist of "Good morning, we start rehearsal in 10 minutes and I need six handheld wireless microphones at stage right. Oh, and we moved the solo to the other side."

Creative versatility. Color, texture, and contrast are the elements that make lighting an art that can add to the worship experience. We are drawn to color, to beauty; to bright, vibrant, exciting things. For most music ministers, who have stage space limited by lighting, the ability to block a service with more than pulpit and choir loft will be like handing them a box of crayons and a blank page. Lighting draws us to the brightest thing in the room. In many worship spaces, there is no "brightest" thing in the room. A few automated fixtures can create a "special", a space where things are a little brighter than everything else, and do it anywhere and at any time - that's an incredible amount of versatility for worship.

There was a time when automated fixtures were so new that everyone wanted to "show off the hardware."

That time is long gone - tuck them up in the rafters and let them just do their jobs. You buy automated lights for worship with the same mindset that you buy good wireless mics or a good video projector. The environment is demanding, and harsh conditions are conquered with reliable and versatile equipment.

I think about the nature of worship itself. This is a place meant to serve a Higher Power, a place where life and a sense of meaning or purpose is the subject matter. This is a place where eternity is dealt with. Lighting can add a richness and texture to services that engage the worshipper on yet another level. Automated lighting can do this in a way that makes it easy on the production staff, and works well in a *last minute* environment.

You're right, this *ain't* rock-n-roll. Compared to the complexities and demands on resources in a church environment, rock-n'roll is easy. As automated lighting has matured, it has moved quickly from luxury to necessity. A church today can skip fifty years of evolution and headaches of conventional lighting and go straight to a lighting environment that gives them everything they would want or need, and more.

Important Announcements

Starting Saturday September 6th, TLS,Inc. will change the Saturday business hours. Hours of operation will be 8:30-12:00. We hope this change will be beneficial to our customers and employees.

Don't forget LDI coming up in November. This year, LDI will be November 21-23 at the Orange County Convention Center in Orlando, FL. For more information call 1.800.927.5007 or check out their web page www.entertainmenttech.info

The accounting department here at TLS,Inc. would like to remind you that our MAILING address is PO Box 2646, Huntsville AL 35804. Mail sent to our old address is no longer forwarded (it's been a whole year since we moved!) and mail addressed to our street address often comes late.

Due to various tax laws, changes in tax codes, and some new accounting software that we will soon be implementing, you may be asked for

more info the next time you call to place an order to be shipped to you. Be prepared, especially if you hail from Tennessee, to give us the county you live in when you give your address. Mississippi residents can expect to see their shipping cost taxed.

If you believe you are non-taxable, David would like to remind you that it is imperative that we have a copy of your most current Resale Tax certificate on file.



"We Light the Stars"

Theatrical Lighting Systems, Inc.

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Huntsville, AL 35804

(256)533-7025 VOICE/(800)229-7320 FAX

www.tlsinc.com

Office Hours M-F 8:30 - 5:30 (CST)

Sat 8:30 - 12:00 (CST)

SEPTEMBER 2003

SALE ENDS NOVEMBER 30 , 2003

Consumables

- Rosco Lux & Lee Filters (excludes HT)
\$5.25 (list \$7.25)
- Gaff Tape (Black, Grey, White 2"x 60 yds)
(Under 10 bucks!) \$9.99 (list \$12.50)
- HPL575/120V (Osram/Sylvania)
\$15.99 (list \$20.00)
- Safety Cables-30"
\$1.75 (list \$2.75)
- Lex Stage Pin - M&F \$3.99 (list \$5.00)
- Edisons:*
- Male Plug PBG \$3.99 (list \$5.00)
- Female Connector PBG
\$6.99 (list \$8.25)
- Twistlock NEMA M #2311 20Amp
\$6.99 (list \$7.75)
- Twistlock NEMA F #2313 20Amp
\$7.99 (list \$10.00)



CITC Confetti Launcher

Confetti Cannon
Double Barrel
(10lbs confetti free!)
\$1,060.00
(list \$1,325.00)

High End ColorCommand™

\$1,699.00
(list \$2,299.00)

Lamp not included

(See article on pages 1 & 2 for more info on this exciting new fixture!)



ColorPower Supply \$1,249.00 (list \$1,665.00) (runs up to 12 ColorCommands)

Cables

- DMX 5 Pin - Tour Grade
- 100' \$59.99 (list \$78.50)
- 50' \$38.99 (list \$50.00)
- 25' \$27.99 (list \$36.00)
- XLR 3 Pin (Mic/Intercom)
- 100' \$29.99 (list \$36.75)
- 50' \$16.99 (list \$20.00)
- 25' \$11.99 (list \$13.75)

To Order Please Call 256-533-7025, Fax 800-229-7320, or email info@tlsinc.com

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