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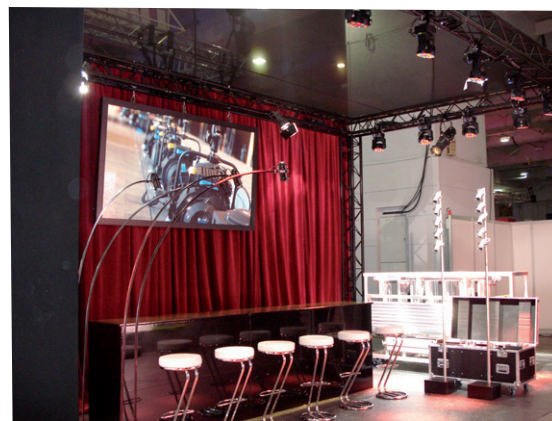
THE NOVELTY GROUP ON THE **PLASA SHOW** FOR THE FIRST TIME!

(Longjumeau, Monday september 26th 2011)

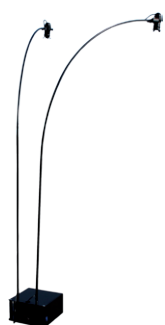
For the first time since its creation, the Novelty Group tried the experience as exposing on the PLASA show which took place from 11th till 14th September 2011 at Earls Court in London.

The PLASA show is an international trade show which presents the last trends in event installation and technology (audio, lighting, scenography) in the sector of the entertainment. The new products, the new ideas and the professionals come together. With more than 300 exhibitors and 12 000 visitors, it is one of the most important of the business.

The Novelty Group exposed with a booth of 30 m² to present its last «Home made» manufacturings available on the sale, on the rent and on its service provision.



The UP4 : Little sister of the UP6 presented two years ago, the UP4 was also realized in association with ASD. It is a conditioned scaffolding, simple width, of 4m of height with staircase, lifelines and stabilizers.



The MATLED : Autonomous lighting with LED technology working on battery (8 hours of autonomy) with 5 PAR16 by mast. Available in chrome-plated and black version.



The ROTULED : Autonomous lighting with LED technology working on battery (12 hours of autonomy) with 1 PAR16 by mast (12 mast by ROTULED) Available in black.



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Finally, it was also a beautiful opportunity to rest the fame of the group in France on audiovisual resources and scenography for events, to call back its various establishments (Paris, Cannes-Mandelieu, Toulouse, Tunis), and to strengthen its presence on the London market already anchored in particular during «Fashion Week» in London.

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The Novelty Group, a committed power for your events

Specialized in the technical service provision, the rent, the logistics, the sale and the integration, the Novelty Group, which realized in 2010 a business turnover of €50M, position itself as one of the French and European leaders of the audiovisual solutions for event-driven occasions and spaces.

The group, which invests 10 % of its business turnover in new equipments, offers a global technical service specialized in video, sound, lighting, power, structure, scenography and management.

Teams of the group elaborate innovative technical solutions to answer the problems of their customers, organizers or event's spaces.

The Novelty Group offers the most mattering platform in France and gives to professionals (companies, agencies, spaces, shows organizers...) an high-end technical service, real added-value of the group.