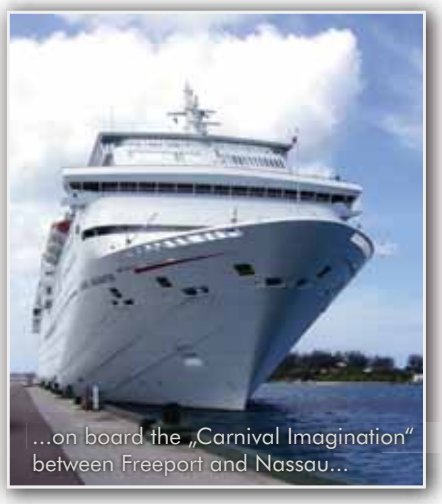
LOBO gets its 100th ILDA Award

This year, LOBO not only received two thirds of all 1st-price ILDA Awards, but also as the first company of its industry its 100st ‚Laser-Oscar'.



Alexander Hennig receives his 100th ‚Laser Oscar' by ILDA president Tim Walsh...



...on board the „Carnival Imagination" between Freeport and Nassau...

Getting 6 first-price ILDA Awards of a total of 9 categories, crowning its unchallenged lead at the most important award of the laser and multimedia business since 12 years, would be a sensation of its own.

But this time anything was completely different: As LOBO's Creative Director Alexander Hennig entered the stage on board the theater of the giant cruise ship „Carnival Imagination" to receive the first price for the outdoor laser show „Noaptea Alba" in Bucharest, he already holds an award in his hands. It is the very first ILDA Award of the company, Hennig received as an intern at LOBO's for a multimedia show on the occasion of the 1250th anniversary of the city of Fulda in 1994.

An award which can be considered the starting point not only of Alexander Hennig's personal career, but also of LOBO's rise to the industry's leading company, not only in laser technology, but also in regards of its creative performance. During the following years, LOBO became the industry-leading show production company and an established winner of ILDA Awards.

Since 1997, LOBO was uncatchable and continuously received more awards than any other company in the world. And this in spite of annually changing juries, frequently changed evaluation criteria, repeatedly updated categories and growing entry restrictions for large show production companies.



...for the show „Noaptea Alba", an open-air spectacular in front of 80.000 viewers in Bucharest.



The permanently running attraction „AMACEON“ at the Holiday Park in Hassloch received a 1st-price ILDA award....


...as well as the laser and fire show „Mysteria“ of the Europa Park Rust.

For example the next European company after LOBO on ILDA's award rank list has not more than 22 ILDA Awards.

So, the repeated success of LOBO is truly exceptional and unique. Finally every single award means the production of an outstanding show, which successfully competed against sometimes dozens of other entries.

Hennig: „We really work hard to re-invent ourselves over and over again and we can rely on a passionately working team. We try to leave established paths and to search new ways by questioning common approaches. So, we manage to create new and unique experiences on a solid technical basis. This one of the reasons, why LOBO gained the trust of renowned agencies, of large companies, of important institutions and even of governments, to make their most demanding projects come true.


A production for the Hamburg Planetarium was among the 1st-price winners.

And now, at the mentioned Award's Ceremony LOBO managed as the first company to break the barrier of 100 ILDA awards. But even after the shower of ticker-tape, the moving address of ILDA president Tim Walsh and a champagne toast to LOBO, the Awards going to LOBO did not stop. In total, LOBO received two thirds of all first prices and now owns 104 ILDA Awards.

Some people might have the impression, that ILDA-Awards are generously spread among the membership. But it's not like that: The criteria and the evaluation process is very similar to those of the ‚Oscars'. Up to 150 shows run for the desired trophies. Consequently only few succeed in getting a ‚Laser Oscar'.



Alexander Hennig accepts LOBO´s 100th ILDA Award.

Important Notice: All laser effects on the images derive from real photographs and have not been generated on computers.

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