

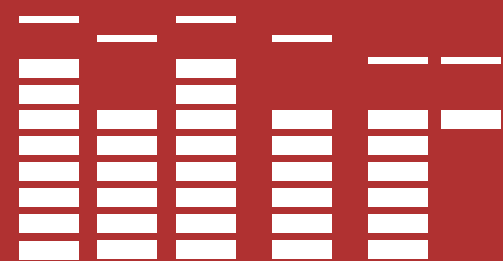
MIR ILLUMINO

The immersive event dedicated to lighting performance

4—6.04.27

RIMINI EXPO CENTRE

Powered by



MIR
MULTIMEDIA
INTEGRATION
EXPO

Organized by

**ITALIAN
EXHIBITION
GROUP**
Providing the future

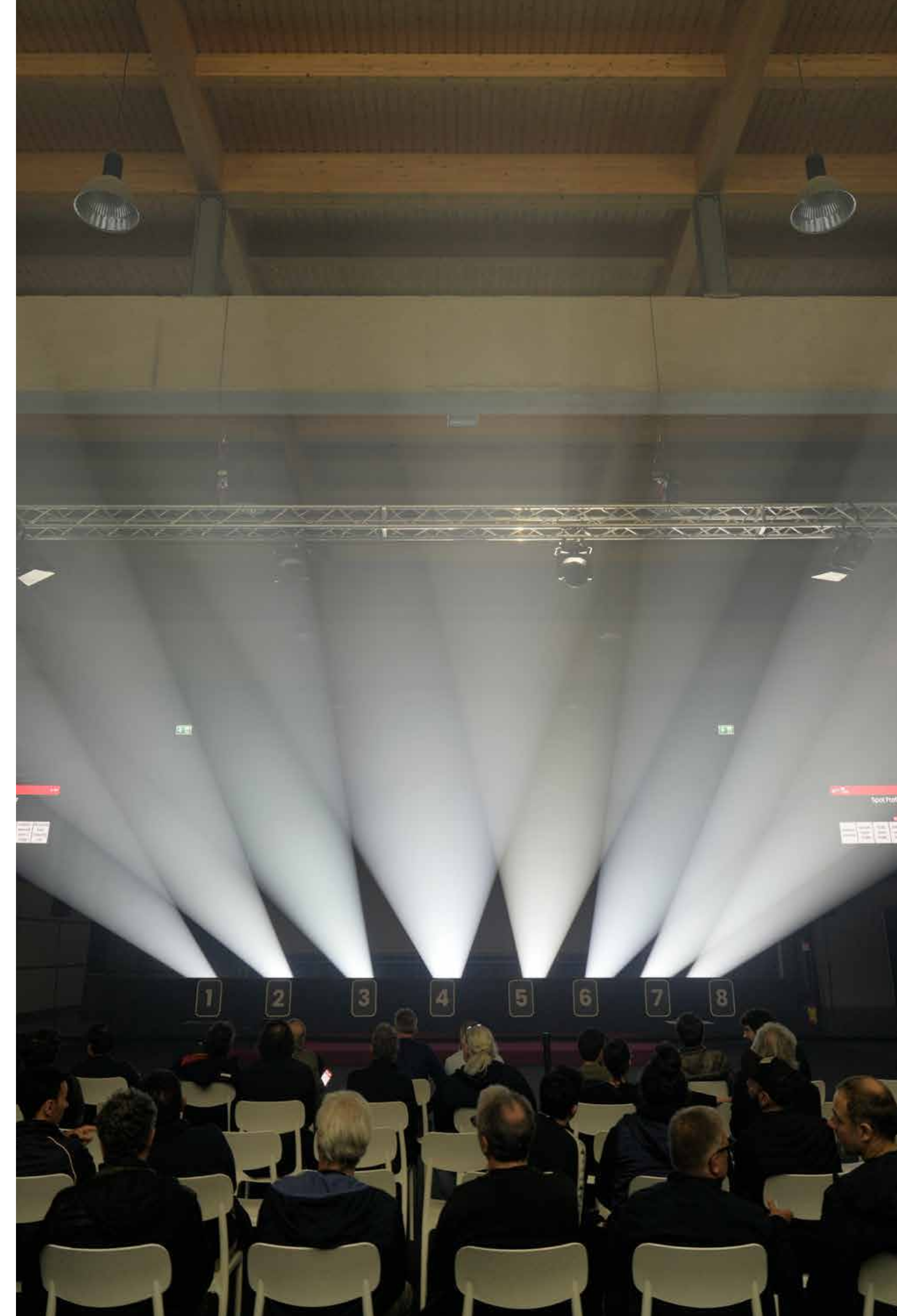
What is MIR Illumino?

MIR Illumino is the immersive MIR format that enables a direct comparison of **lighting technologies**.

Products are assessed solely based on their **visual performance**: the brand, name, model and physical source remain concealed during the tests. The focus is on light output, colour, uniformity and on-stage performance.

Lighting designers, rental companies, lighting programmers, set designers, technicians and creatives are given a guided tour and provide a satisfaction rating in real time based on the visual experience.

ANONYMOUS PRODUCTS. VISIBLE PERFORMANCES.



How it works

01

ANONYMOUS PRODUCTS

No brand, name or model visible. The lights also remain concealed and cannot be identified during the test sequence.

02

HOMOGENEOUS CATEGORIES

Products are compared within macro-categories defined by type and power.

03

REAL-TIME PREFERENCES

The professional audience expresses its views during each test. Each vote is weighted differently depending on the participant's role and expertise, and this feeds into the live rankings.

04

POST-EVENT REPORT

Participating companies receive the results and an analysis of the preferences recorded at the end of the event.

ONLY VISUAL PERFORMANCE COUNTS DURING THE TEST.

A space designed to showcase light

MIR Illumino will be held in a dedicated pavilion, set up to make differences in lighting visible and comparable.

The lighting design guides the audience through the entire sequence of tests, enabling them to observe the various performances under the same conditions.

**THE PRODUCT REMAINS HIDDEN.
THE PERFORMANCE TAKES CENTRE STAGE.**



Why take part

CREDIBLE COMPARISONS

Products are assessed without any reference to the brand, with the focus on audience perception of the visual performance.

MARKET ANALYSIS

The preferences recorded provide insights into how products are perceived by a professional audience.

AN INDUSTRY AUDIENCE

Lighting designers, rental companies, lighting programmers, set designers, technicians and creatives.

DEDICATED PROMOTION

A dedicated strategy in social media, newsletters and MIR's publishing channels promotes the format and the companies.

PLACES ARE LIMITED. WE RECOMMEND THAT YOU CONFIRM YOUR PARTICIPATION AS SOON AS POSSIBLE TO SECURE YOUR PLACE.

The price includes

PARTICIPATION IN THE SHOWCASE

INSTALLATION AND TECHNICAL SET-UP

COLLECTION OF ASSESSMENTS

FINAL REPORT

**PARTICIPATION FEE
FOR 1 LIGHTING
FIXTURE**

€500

CONTACTS

ROMINA MAGNANI
Exhibition Manager

romina.magnani@iegexpo.it

M. +39 348 8221758

CHIARA FABIANI
Sales Account

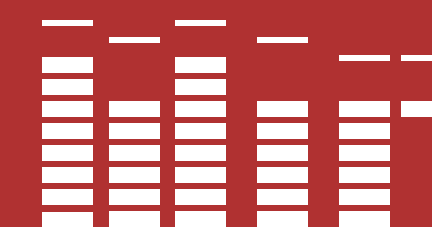
chiara.fabiani@iegexpo.it

M. +39 340 7297217

MIR
ILLUMINO

4—6.04.27
RIMINI EXPO CENTRE

Powered by



MIR
MULTIMEDIA
INTEGRATION
EXPO

Organized by

ITALIAN
EXHIBITION
GROUP
Providing the future