Press release

**All Colours. Total Control. Any Stage. – Cameo announces digital launch event for new lighting product**

**Neu-Anspach, Germany – 13 October 2025 – With the slogan “All Colours. Total Control. Any Stage.”, Cameo announces a special digital launch event to be held on 2nd December at 17:00 (CET) that will mark a first in the history of the German manufacturer. Professionals from the event technology sector and all interested Lumen Beings can look forward to the world premiere of a new Cameo product that will set new standards in terms of flexibility, colour variety and precision.**

**“It’s not just a launch. It’s a takeover.**” – With this bold message, Cameo makes it clear that the new product is more than just another addition to its constantly growing portfolio: it is the start of a new generation of professional lighting technology solutions from Neu-Anspach.

Cameo has recently provided initial insights into the features of the as yet unknown product on its social media channels. The new light is based on **RGBALC LED technology** and is designed to be a **true all-rounder for any stage and a variety of application scenarios**. Additional feature highlights will be gradually released via **social media** in the coming weeks to further increase the excitement until the event – so make sure you’re following!

**Register now!**

All those interested can now register for the digital Cameo launch event on 2nd December at 17:00 (CET):

[www.cameolight.com/takeover-registration](http://www.cameolight.com/takeover-registration)

#Cameo #ForLumenBeings #EngineeringFascination

**Further information:**

[cameolight.com](https://www.cameolight.com/)

[adamhall.com](http://www.adamhall.com/)

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distributor, providing event technology solutions to business customers worldwide. The target groups include retailers, B2B dealers, event and rental companies, broadcast studios, AV and system integrators, private and public companies, and manufacturers of industrial flight cases. Under its brands **LD Systems®, Cameo®, Gravity®, Defender®, Palmer®, and Adam Hall®,** the company offers a wide range of professional audio and lighting technology as well as stage accessories and flight case hardware. Founded in 1975, the Adam Hall Group has developed into a modern, innovative company for event technology and has over 14,000 square metres of storage space in its Logistics Park at its headquarters near Frankfurt am Main. Thanks to its focus on value creation and service, the Adam Hall Group has already won numerous international awards for their innovative product developments and future-oriented product design from renowned institutions such as Red Dot, German Design Award and iF Industrie Forum Design. In cooperation with the design agency F. A. Porsche, LD Systems® shows the future of pro audio design with its iconic MAUI® P900 column speakers and was recently honoured with the coveted German Design Award. Further information about the Adam Hall Group can be found online at [www.adamhall.com](http://www.adamhall.com/).