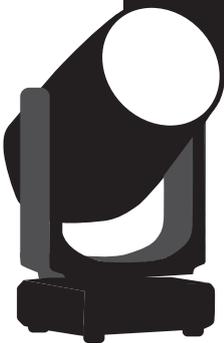# PRODUCT & TECHNOLOGY TRAINING
PROGRAMME

AYRTON

GOOD TO KNOW

This program offers a great mix of learning, hands-on demos, and group discussions to help you better understand our products and technology. The curriculum is flexible and can be expanded or reduced depending on attendee requirements.

- Course Duration: 2 days
- Intended Audience: Sales team, Technical sales & Product specialists
- Location: Ayrton HQ – Training & Demo Space
  2 rue de Vitruve, 91140 Villebon-sur-Yvette, France

If you are interested in our course, please reach out to your Ayrton contact and provide the information about your attendees.

For more information about your visit, including directions to our HQ, accommodation suggestions, and other logistical details, please refer to our **Welcome Guide**.

THE TRAINING TEAM

★ **Briony** Berning

Design, Training & Business Development Engineer

Briony is an experienced lighting professional with a background in theatre, having worked as a technician for Scottish Opera and the National Theatre in London, where she built practicals, repaired moving lights, and supported live productions. She spent four years in sales with Ayrton's UK distributor, combining her technical knowledge with customer engagement.

She is now responsible for Technical Sales Training at Ayrton, providing detailed product information and training.

★ **Marc** Lorenz

Designer Relationship Manager

Before joining Ayrton in 2022, Marc used to work as a freelance designer, programmer trainer for lighting consoles and media-servers, having over 25 years experience with festivals, arena shows, tours, TV and corporate-events.

With his role as Designer Relationship Manager he combines his technical and industry expierence to connect our users with the Ayrton R&D and sales team to spread ideas and knowledge in both directions.

★ **Rémi** Derruau

Product & Application Manager

Rémi has nearly 20 years of experience in the lighting industry, encompassing repairs, end-user sales, distribution, and manufacturing. Over the last 9 years, Rémi's role as Product and Application Manager has brought his industry background and knowledge to enhance support documentation and processes.

His passion for lighting technology, with a solid electronics university degree, and his good understanding of the end users' applications and uses, give him a key role in the new showroom.

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PROGRAMME SCHEDULE

Session 1: Introduction & Core Concepts

Welcome to Ayrton

- Introduction to the training space and facilities
- Meet the training team
- Watch the showroom lighting display (when at HQ)
- Company overview: Ayrton's journey and brand identity
- The GoldenSea partnership: How Ayrton remains independent
- Manufacturing at GS

Key Lighting Concepts

- Measuring Quantity (Output)
- Measuring Quality (Colour)

Heat & Harsh Environments

- Thermal Management
- Environmental Protection

Session 2: Product Deep Dive & Technology Breakdown

Ultimate Series Overview

- Inspiration and multipurpose design thinking
- Focus on optimised weight-to-output ratio: lumens per watt and per kilo
- LED engine variations: Flat vs Peak, S/TC performance
- Updated colour mixing system: Why we moved to colour discs

Advanced Colour & Feature Control

- CTO vs CTP: Purpose, operation, and use-case differences
- Continuous rotation: Precision and tracking benefits
- Touring-focused design
- Fan noise and quiet cooling system
- Fresnel lens system & wash-specific functions

Multicell Series

Nando 502
- Lightguide design: evolution and purpose
- Colour optimisation: Lime vs White/Amber
- Compact, weight-conscious construction
- Acoustic performance: Cooling strategies for quiet operation

MagicDot Neo
- Spec refresh
- Key points
- Calibration and software features

Laser Source Series

- Introduction to laser diode technology
- Kyalami Engine
- Cobra / Mamba Engines
- Mamba Fixture Overview
- Demo tips and programming notes

EagleStrike

- Full overview
- Market notes
- Demo tips

External Tools & Platforms

- Ayrton Training Platform
- Fixture Manager software
- Mobile App
- Ayrton Cloud
- KLSTR – Data and grouping platform

PROGRAMME SCHEDULE

Session 3: Tour & Demo Techniques

Live Demos & Shootouts

- Pre-shootout checklist
- Common setup pitfalls and how to avoid them
- Trainer demos: Favourite programming tricks and tips
- Best practice for Shootout comparisons

Market Feedback & Strategy / Understanding the Competitive Landscape

- Overview of global and regional market positioning
- Trends in entertainment lighting

Attendee Breakouts - Each group presents

- High-performing products in their region
- Fixtures that didn't meet expectations
- Market segments with current success
- Untapped or growing markets
- Open forum for collaborative discussion

Conclusion & Wrap-Up

- Summary of key learning points
- Q&A and final remarks
- Certificates (if applicable)
- Farewell

Departure

WE NEED YOUR INPUT!

Dear Participant,

We are looking forward to welcoming you to our upcoming training event! As part of the program, we have scheduled a participant-led discussion, where each attendee will have the opportunity to share insights about our product sales and market trends in their region.

To make this session as valuable and interactive as possible, we kindly ask you to prepare a **brief overview of your region's experiences**, including:
- **Successful products** – What has worked well?
- **Products with disappointing results** – Any challenges or insights?
- **Specific market trends** – Where have we seen growth?
- **Future potential** – Emerging opportunities in your region

Your contributions will be incredibly valuable in fostering discussion and helping us all gain a better understanding of the global market landscape. We encourage everyone to participate actively, as this is a great opportunity to exchange ideas, share best practices, and learn from each other.

If you have any questions or need guidance in preparing your input, please feel free to reach out. We appreciate your time and effort and look forward to hearing your insights!
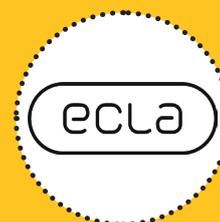
OUR HEADQUARTERS

📍 **2 Rue de Vitruve, 91140 Villebon-sur-Yvette, France.**

When you arrive at our headquarters, please enter through
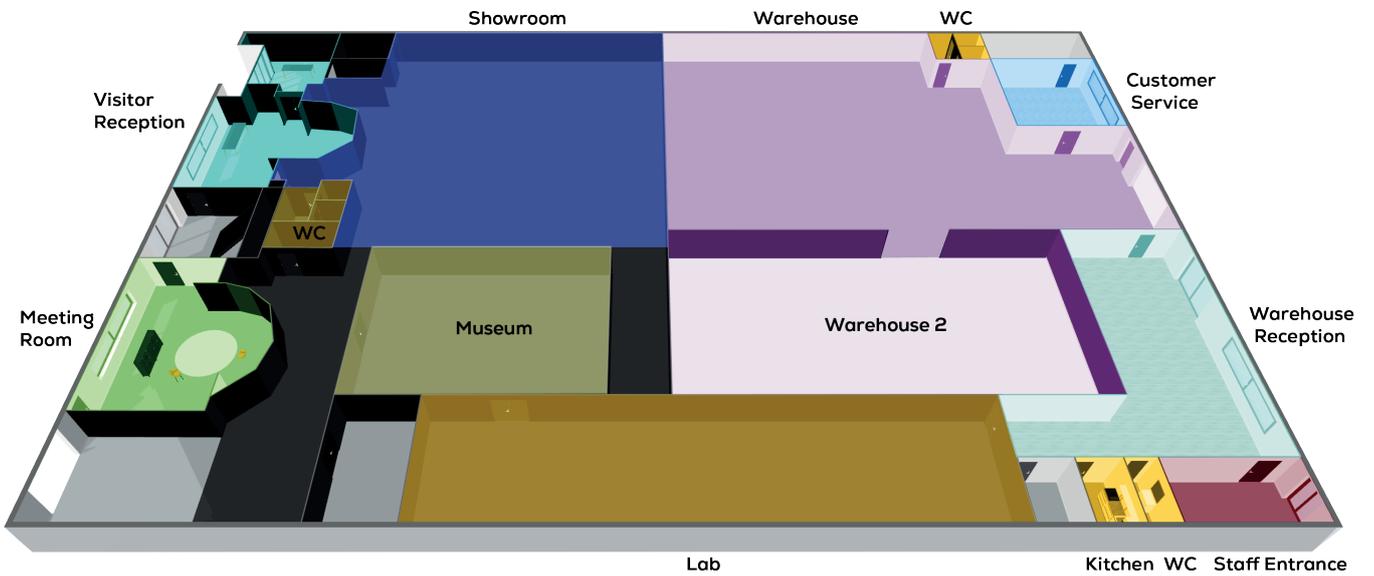**the visitor reception** not the warehouse reception.

ACCOMMODATIONS NEAR AYRTON

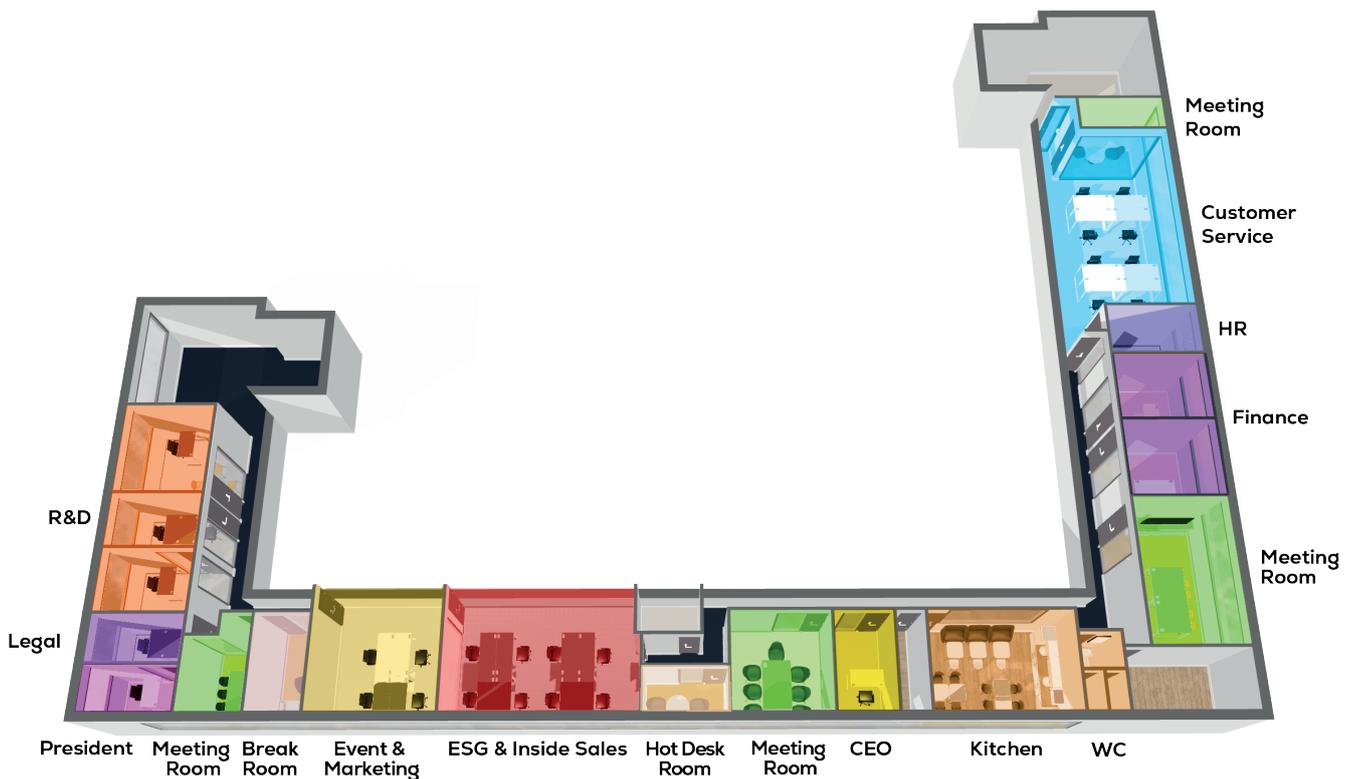Visit each hotel's website by clicking its logo.

AYRTON

OUR HEADQUARTERS

Ground floor

Showroom

Warehouse

WC

Visitor Reception

Customer Service

WC

Meeting Room

Museum

Warehouse 2

Warehouse Reception

Lab

Kitchen   WC   Staff Entrance

First floor

Meeting Room

Customer Service

HR

Finance

Meeting Room

R&D

Legal

President   Meeting Room   Break Room   Event & Marketing   ESG & Inside Sales   Hot Desk Room   Meeting Room   CEO   Kitchen   WC

AYRTON

Digital Lighting