

XMLITE Strengthens Philippines Stage Lighting Strategy Through Management Visit and Partner Discussions

Partner discussions in the Philippines connect stage lighting selection, practical applications and service coordination with the company's Southeast Asia strategy.



Guangzhou, Guangdong Sep 10, 2026 ([Issuewire.com](https://www.issuewire.com)) - XMLITE's management delegation recently visited the Philippines to meet local partners, review product presentations and discuss customer requirements for professional stage lighting. The visit focused on matching products to local applications and coordinating sales consultation and after-sales support, with the findings intended to inform the company's Southeast Asia strategy.

At partner displays, the delegation examined how fixtures were presented and discussed their suitability for local customers. These exchanges connected product positioning with practical questions about venue requirements, equipment budgets and service expectations. They also provided a basis for discussing how local promotion could communicate product capabilities more clearly.

For a stage lighting manufacturer, direct observation adds context to product inquiries. A request for a beam fixture, for example, is more useful when considered alongside the intended setting, desired

effects and available budget. The visit gave the management team and its partners an opportunity to discuss those factors together, rather than treating product selection and customer support as separate activities.

The product discussions covered [moving head lights](#) for different applications, with the LM350B as the primary focus and the WP380 and LM610 providing additional options. For rental companies and entertainment venues, the relevant question is how a fixture's capabilities fit the productions it will serve. This makes output, effect options and application suitability useful starting points for sales consultation.

The LM350B is a 350W LED moving head [beam light](#) positioned as a cost-efficient option for stage and entertainment applications. According to XMLITE, its new-generation LED source delivers nearly 50,000 lux at 10 meters. Rental companies and venue operators can consider this output alongside installation distance and lighting conditions when evaluating the fixture for their productions.

An independent dynamic effect wheel and a simulated water-ripple effect give the LM350B visual options beyond a conventional narrow beam. Its multi-scene functionality combines aerial beam effects with pattern and effect projection. For rental lighting businesses and entertainment venues, that versatility offers a way to obtain different looks from one fixture type while working within a practical equipment budget.

Beam light requirements also vary with the production setting. The WP380 provides a secondary option for [outdoor stage lighting](#), including outdoor performances and music festivals. XMLITE specifies a 380W USHIO source, a 2-degree beam angle and approximately 331,632 lux at 10 meters. The narrow angle supports concentrated beam effects, while the stated illuminance gives partners a reference when discussing output requirements for open-air productions.

The WP380 also includes dual rotating prism effects, expanding the available beam patterns for live event lighting. RDM support adds a fixture-management capability for compatible control systems. These features give partners specific points to discuss when assessing outdoor performance lighting requirements. The LM610 complements the two featured models as part of the broader portfolio considered for different customer and venue needs, without reducing the discussion to one fixture category.

Customer support remained a parallel priority. The delegation and local partners discussed sales inquiries, after-sales communication and existing warranty commitments as cooperation arrangements develop. Product recommendations are only one part of that relationship: customers also need continuity in how questions are handled and how support is coordinated after a purchase.

The next step is to use the discussions to refine product recommendations, local promotion and service coordination. Clearer explanations of what each model offers can help partners address inquiries more specifically, while continued communication gives the company a basis for reviewing whether its recommendations remain relevant to local requirements.

For the company's Southeast Asia strategy, the Philippines visit links regional planning to direct partner dialogue. The emphasis is on better product-market matching, stronger local communication and more consistent customer support, with the Philippine market approached through its own requirements and partner feedback.



Media Contact

GUANGZHOU XIANGMING LIGHT LIMITED

*****@xmlite.net

+86 20 37701875

<https://www.xmlitelighting.com/>

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