

# CITY THEATRICAL

NEW YORK • LONDON

June 1, 2018  
For Immediate Release

## City Theatrical at ABTT Theatre Show 2018

**City Theatrical** will be demonstrating new technology on Stand E33 at the **ABTT Theatre Show 2018** at The West Hall, Alexandra Palace in London from June 6 – 7, 2018. Live demonstrations include plug and play pixel effects with **QolorPIX® Pixel Controlled LED Tape** and **Controller** using ABTT Award-winning **DMXcat®**, as well as **QolorFLEX® 5-in-1 LED Tape**, **Dimmers**, and **QolorFLEX NuNeon™** products. Meet and greet the creator and developer of **Moving Light Assistant™** software, learn more about **Lightwright® 6** from the experts, and get an insider's look at **Multiverse®** wireless DMX/RDM technology before it hits the market.

**QolorFLEX®** is now the single source for high quality, durable LED products that work together seamlessly, encompassing a vast collection of professional-grade LED tape products, dimmers, and accessories. All **QolorFLEX** products are easy to work with, vibrant, and consistently color matched to meet the needs of lighting and scenic professionals working in theatrical, film and video, and architectural applications. **QolorFLEX** products have been recently featured on *The Break with Michelle Wolf* on Netflix, *Saturday Night Live* on NBC, *Summer: The Donna Summer Musical* on Broadway, and Royal Caribbean's *Independence of the Seas*.

The **QolorFLEX LED Tape** line includes 40+ high quality tape options that help designers put light in places that were once thought impossible and create lighting fixtures and effects in a new and inexpensive way. Available in 12 and 24 volt and indoor and outdoor configurations, the white tapes range in color temperature from warm white, at 2700° K, to daylight, at 6500° K, and the three and four color tapes, like RGB and RGBA, can be adjusted to create thousands of colors. For the ultimate color control, **QolorFLEX 5-in-1 LED Tape** offers designers a high output brightness and adjustable dual white to create a wide spectrum of finely tuned colors when used with a DMX color control system.

All QolorFLEX LED Tapes are ETL listed and sold in five meter reels. Six-inch pigtails are soldered on each end for easy connection to QolorFLEX Dimmers. A wide range of accessories, such as wire, connectors, extrusions, and power supplies, is also available. Like every LED tape in the line, **QolorFLEX 5-in-1 LED Tape** pairs perfectly with **QolorFLEX Dimmers** like the **QolorFLEX 5x8A Dimmer** for ultra-smooth, flicker-free dimming.

**QolorPIX Pixel Controlled LED Tape** and **Controller** are plug and play products that make it easy to create thousands of professional dynamic lighting effects - from chases, fades, scrolls, bursts, and more - in minutes, using only a few DMX slots. **QolorPIX Pixel Controlled LED Tape** is designed for the most demanding professional applications, with 48 individually controlled LED lights per meter. Each reel of tape includes a soldered-on four-pin XLR connector on one end, creating a plug and play connection to the **QolorPIX Tape Controller**. The controller offers eight ports, each accommodating five meters of tape, and includes a user-friendly control interface that allows users to change mode, pixel length, dimmer, personality start address, and direction, and wireless DMX with **Multiverse** wireless DMX/RDM technology.

To experience QolorPIX plug and play effects before seeing them live at the ABTT Theatre show, visit: <https://youtu.be/FaXkXH3QCrA>

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As a sealed LED linear product that is extremely flexible and bright, [QolorFLEX NuNeon](#) is the perfect replacement for traditional neon lighting. **QolorFLEX NuNeon** is rugged, dimmable, and safe for indoor or outdoor use. It can be cut to length and installed without any special tools, and is available in eight distinctive colors, including RGB. It operates on 24VDC and can be powered and controlled by a variety of **QolorFLEX Dimmers** and power supplies.

[DMXcat® Multi Function Test Tool](#) that makes it easy for anyone to control, analyze, or test any DMX lighting fixture, whether it's a simple LED PAR or a complex moving light, now including the **QolorPIX Pixel Controlled Tape and Controller**. The multi award-winning DMXcat system consists of a small hardware dongle and a suite of mobile applications. Together, they bring wireless DMX and RDM control plus several other useful functions to the user's smartphone. **DMXcat** solves the problem faced by all users of modern lighting equipment: How to turn on and test DMX lighting gear without using a complicated lighting console. **DMXcat** is available for **iPhone**, **Android**, and **Amazon Fire** in English, Spanish, German, French, Italian, Korean, and Japanese.

To see how DMXcat works before seeing it live, visit: <https://youtu.be/YRoD7LaU0oA>

City Theatrical's vision of the new lighting world is one in which every DMX device contains a tiny, inexpensive, **Multiverse Module**, and where legacy lighting products have a **Multiverse Node** near them, allowing entire productions of hundreds of fixtures and dozens of universes to be operated wirelessly. The [Multiverse](#) family of wireless DMX/RDM products, which also includes the **Multiverse Transmitter** and **Multiverse Gateway**, gives lighting users a new range of options for performing lighting tasks more easily than ever, while producing less disruptive radio energy.

City Theatrical will also demonstrate their industry-leading software at ABTT Theatre Show 2018. Award-winning [Lightwright® 6](#) software will be available for designers and electricians to demonstrate and ask questions with regards to managing up to 45,000 universes of data for entertainment lighting. Lighting users can also discover more about [Moving Light Assistant™](#), software that was designed to document both the physical setup and programming information for moving light rigs commonly used in the entertainment industry, directly from its creator and developer, Andy Voller.

City Theatrical's ABTT 2018 Preview is available at: <http://www.citytheatrical.com/customers/abtt-2018-preview>

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QolorFLEX® now encompasses a vast collection of professional-grade products, including QolorFLEX LED Tape and Dimmers, QolorPIX Pixel Controlled LED Tape and Controller, QolorFLEX NuNeon linear lighting, and accessories.



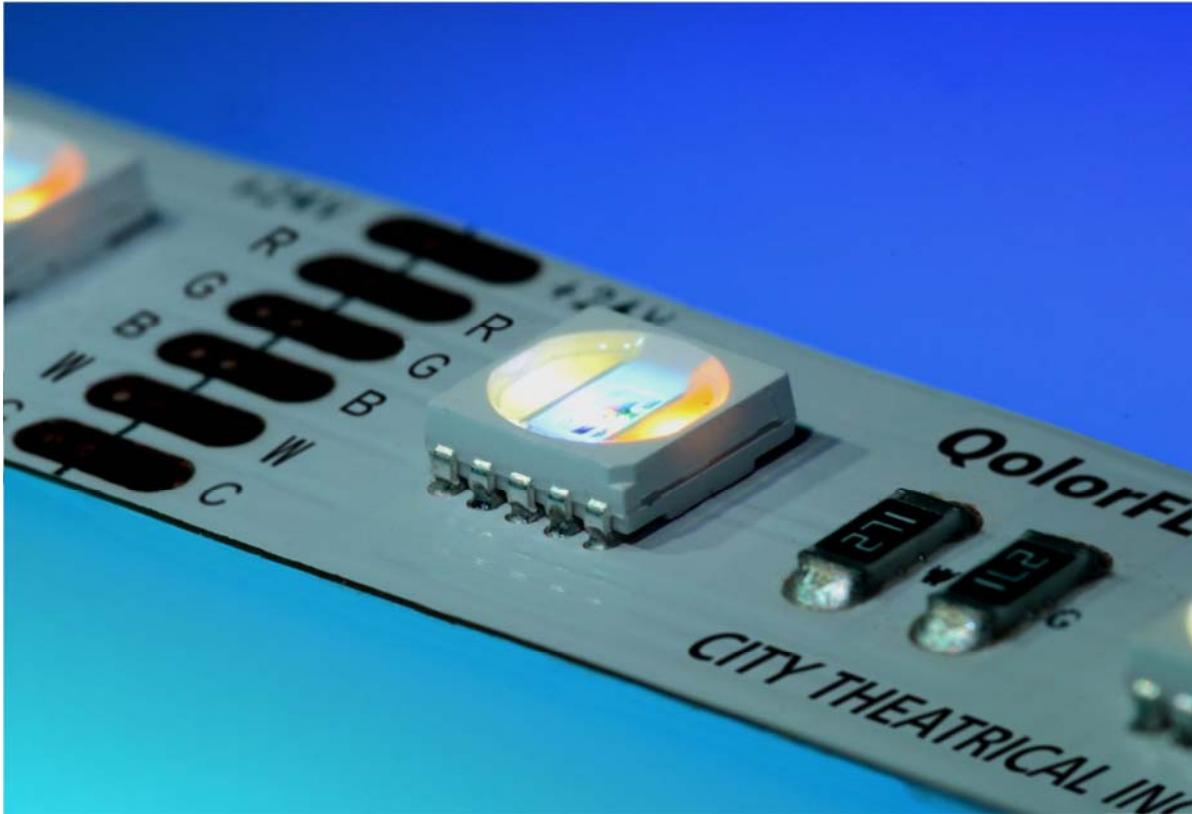
(Photo by Mel Lovric for 513)

*The Break with Michelle Wolf*, which premiered on Netflix on May 27, included set design by 513 and lighting design by Alan Adelman, with extensive use of new QolorFLEX® 5-in-1 LED Tape and QolorFLEX NuNeon™ products by City Theatrical.

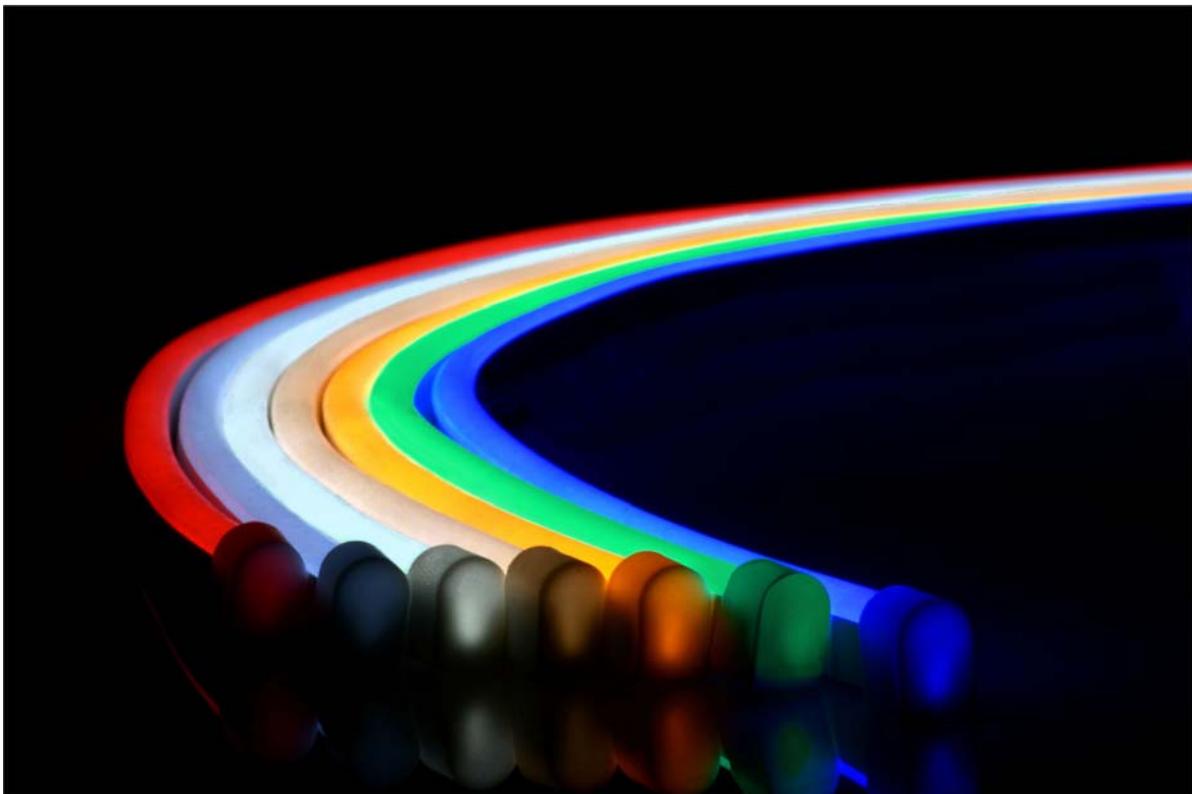
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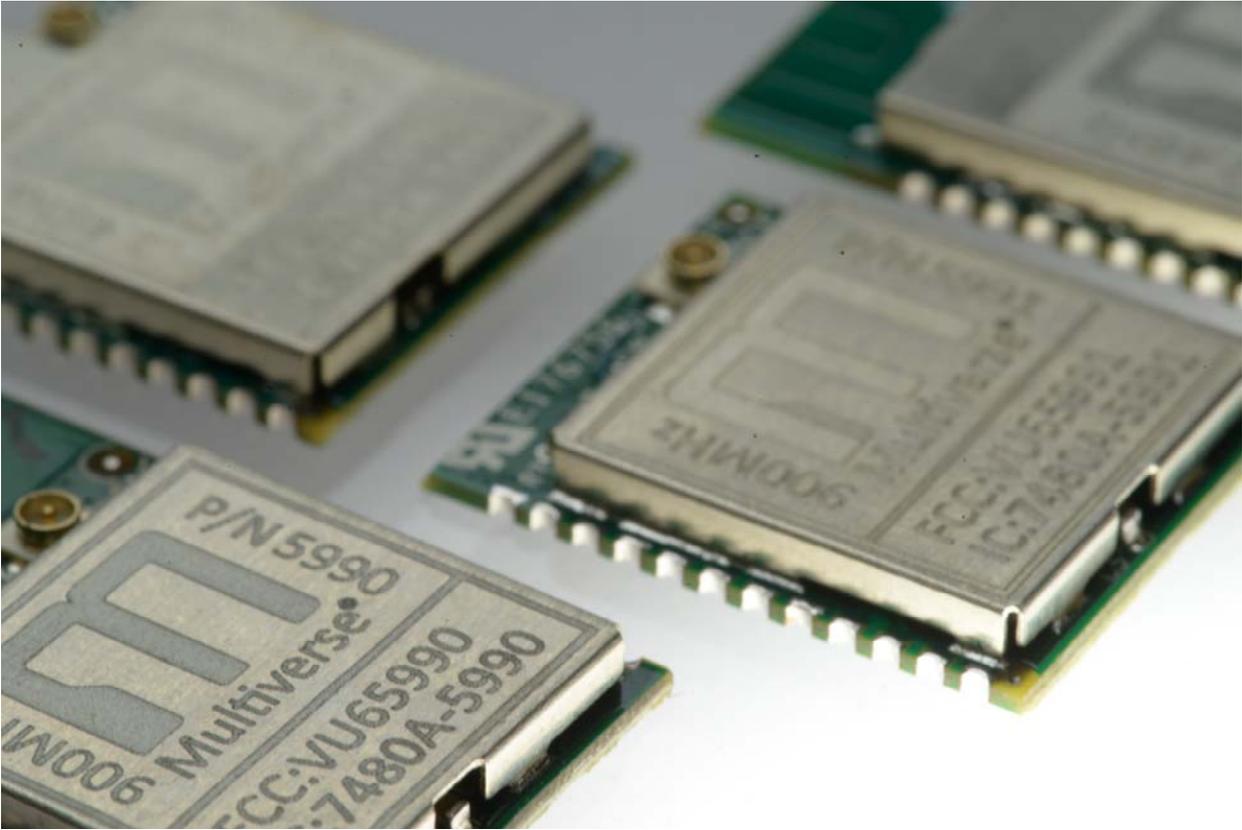
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QolorFLEX 5-in-1 LED Tape by City Theatrical offers lighting and scenic design professionals more color mixing options and flexibility of white light to help maximize creative potential for performances and installations.



As a sealed LED linear product that is extremely flexible and bright, QolorFLEX NuNeon is the perfect replacement for traditional neon lighting.



The Multiverse Module is a tiny circuit board mounted device for lighting manufacturers that allows them to utilize all of the benefits of a wireless DMX/RDM lighting system.

### **City Theatrical, Inc.**

City Theatrical invents, manufactures, and customizes unique lighting accessories for the entertainment and architectural industries and is the winner of 35 product and business awards, including the New Jersey Small Manufacturer of the Year in 2015. Founded in 1986, City Theatrical has offices in Carlstadt, New Jersey and London, England. Products include the multi award-winning DMXcat® Multi Function Test Tool, Multiverse® and SHoW DMX® wireless DMX systems, QolorFLEX® family of LED tape products, professional lighting software including Lightwright® 6, Moving Light Assistant™ and Vectorworks, as well as the world's most extensive catalog of entertainment and architectural lighting accessories. City Theatrical also performs custom manufacturing services and manufactures products on an OEM basis for other lighting manufacturers.

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