

CITY THEATRICAL

NEW YORK • LONDON

March 8, 2018
For Immediate Release

City Theatrical at USITT 2018

City Theatrical will be demonstrating new technology in Booth 231 at the **USITT Conference & Stage Expo 2018** at the Broward County Convention Center in Fort Lauderdale, Florida from March 15 - 17, 2018.

At the event, City Theatrical president and founder, **Gary Fails**, will be presenting a live demonstration of **Multiverse**[®] wireless DMX technology at the Innovation Stage on Friday, March 16, 2018 at 12:00 PM EST. The Multiverse family of wireless DMX/RDM products gives lighting users a new range of options for performing lighting tasks more easily than ever, while producing less disruptive radio energy. To learn more about City Theatrical's **Multiverse Session at USITT**, visit: http://bit.ly/Multiverse_USITT

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 containing hundreds of fixtures and dozens of universes to be operated wirelessly. The **Multiverse Module** is an FCC approved circuit board mounted device that allows lighting manufacturers and end users alike to utilize all of the benefits of the Multiverse wireless lighting system.

Multiverse Node is the first building block of the Multiverse system. Each **Multiverse Node** is a transceiver. As a single universe transmitter, it functions in a similar plug and play manner to City Theatrical's **SHoW DMX SHoW Baby**[®], but speaks the more advanced Multiverse language. As a receiver, it is the primary receiver in the Multiverse system, and can be part of a larger multi-universe setup. **Multiverse Node** contains both 2.4GHz and 900Mhz radios.

Multiverse Transmitter opens a new world in wireless DMX/RDM. Its Ethernet input allows it to take in Streaming ACN (sACN) or Art-Net and to transmit any of nine user selectable universes of DMX/RDM (five in the 2.4GHz band and four in the 900MHz band) while using only a fraction of the radio energy of any present day single universe wireless DMX transmitter. It also has a built-in Bluetooth radio receiver that allows it to communicate with City Theatrical's multi award-winning **DMXcat**[®] app from the user's smartphone. This gives the user smartphone control of any lighting fixture that is part of the Multiverse setup, whether it is a lighting fixture with a built-in **Multiverse Module**, a lighting fixture receiving its data from a **Multiverse Node**, or any wired fixture downstream of those devices. The **Multiverse Transmitter** is Wi-Fi enabled, allowing for communication and control from tablet-based Wi-Fi lighting controllers, like **Luminair**.

Multiverse Gateway is a transceiver, and allows the fullest use of the Multiverse system. It utilizes four radios (Bluetooth and Wi-Fi for inputs, 900MHz and 2.4GHz for wireless DMX/RDM output), and sACN or Art-Net input. The user can choose which of the nine available universes they would like to broadcast wirelessly, and can choose another eight universes to output locally as wired DMX/RDM. Receivers on the **Multiverse Gateway** system can either be individual **Multiverse Nodes** for single wired DMX/RDM output, or additional **Multiverse Gateways**. When used as receivers, the **Multiverse Gateway** can output any of the wireless DMX universes received on any of the eight wired DMX outputs, as well as passing along up to nine universes on the sACN output.

US HEADQUARTERS
475 BARELL AVENUE
CARLSTADT, NEW JERSEY 07072
TEL 800 230 9497 / 201 549 1160
FAX 201 549 1161

LONDON OFFICE
UNIT 1-3 WYVERN ESTATE, BEVERLEY WAY
NEW MALDEN, SURREY KT3 4PH
TEL +44 (0) 20 8949 5051
FAX +44 (0) 20 7183 6061

www.citytheatrical.com

DMXcat is a 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. 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. Watch the [DMXcat YouTube video](#) for more information.

QolorFLEX[®] now encompasses a vast collection of professional-grade **QolorFLEX LED Tape** and **Dimmers**, **QolorPIX**[™] **Pixel Controlled LED Tape** and **Controller**, **QolorFLEX NuNeon**[™] linear lighting, and accessories – making it the single source for high quality, durable LED products that work together seamlessly. Created specifically for lighting professionals working in theatrical, film and video, and architectural applications, all **QolorFLEX** products are easy to work with, vibrant, and consistently color matched, exceed industry standards for service life, and help maximize creative potential for a performance or installation. **QolorFLEX** products can be seen in hundreds of productions and environments internationally, including: *The Tonight Show Starring Jimmy Fallon*, *Anastasia* on Broadway, and the Institute of Contemporary Art Theatre in Boston, Massachusetts.

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. Every LED tape pairs perfectly with **QolorFLEX Dimmers** for ultra-smooth, flicker-free dimming – whether being done from a tiny dimmer with a wireless DMX receiver build in for props and costumes, to higher intensity dimmers for larger scale productions, or DINrail mounted dimmers for permanent installations in enclosures. City Theatrical offers designers a [QolorFLEX LED Tape Demo Kit](#) for easy side-by-side comparisons of various **QolorFLEX LED Tape** products.

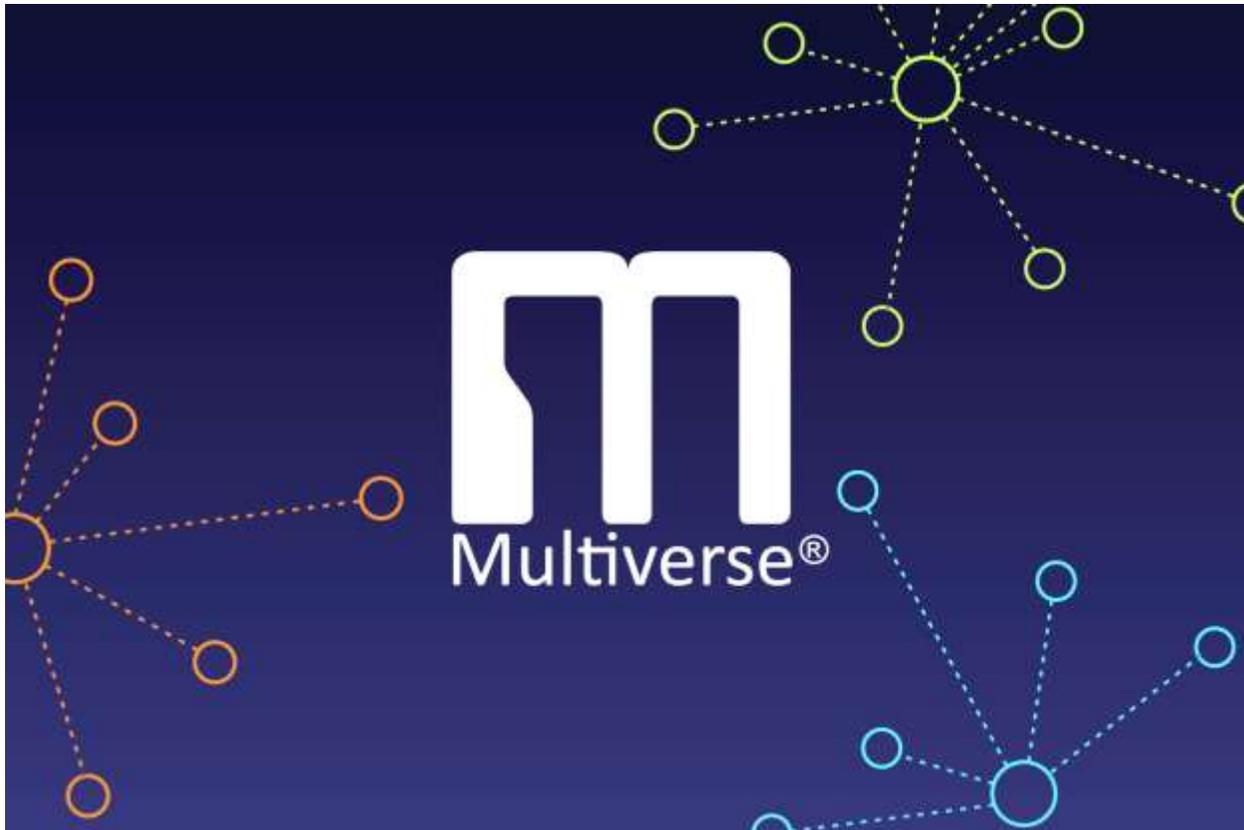
QolorPIX Pixel Controlled LED Tape is designed for the most demanding professional applications, with 48 individually controlled LED lights per meter. Each reel of tape includes a soldered-on four-pin XLR connector to create a plug and play connection to the **QolorPIX Tape Controller**. The **QolorPIX Tape Controller** offers eight ports, each accommodating five meters of tape. The controller also includes a user-friendly control interface that allows users to change mode, pixel length, dimmer, personality start address, strip type, fixture ID, and direction, and wireless DMX with **Multiverse** technology. **QolorPIX Pixel Controlled LED Tape** and **Controller** can create thousands of lighting effects in minutes, including chases, fades, scrolls, and bursts.

QolorFLEX NuNeon is a sealed LED linear product that is flexible and safe for indoor or outdoor use as the perfect replacement for traditional neon lighting. **QolorFLEX NuNeon** is rugged, outdoor-rated, and dimmable. It can be cut to length and installed without any special tools, and is available in a variety of colors plus RGB. It offers the same visual impact as traditional blown glass neon without the problematic issues of installation and maintenance.

QolorPoint[®] **Wireless LED Uplighters** deliver beautiful lighting effects for indoor or outdoor events quickly and easily, with no wires at all. Lighting users at USITT can learn how to get started at a low cost with City Theatrical's **LED Event Lighting Leasing Program**.

City Theatrical will also demonstrate their industry-leading software at the USITT tradeshow. **John McKernon** will showcase his multi award-winning **Lightwright**[®] **6** software for designers and electricians to help manage and document up to 45,000 universes of data to support their entertainment lighting. Lighting users can also find out more about **Moving Light Assistant**[™], an application that was designed to document both the physical setup and programming information for moving light rigs commonly used in the entertainment industry.

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



Groundbreaking **Multiverse**® wireless DMX/RDM technology by **City Theatrical** gives lighting users a new range of options for performing lighting tasks more easily than ever, while producing less disruptive radio energy.



DMXcat®
CONTROL ANALYZE TEST

DMXcat Multi Function Test Tool 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.

US HEADQUARTERS
475 BARELL AVENUE
CARLSTADT, NEW JERSEY 07072
TEL 800 230 9497 / 201 549 1160
FAX 201 549 1161

www.citytheatrical.com

LONDON OFFICE
UNIT 1-3 WYVERN ESTATE, BEVERLEY WAY
NEW MALDEN, SURREY KT3 4PH
TEL +44 (0) 20 8949 5051
FAX +44 (0) 20 7183 6061

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.