



## PROJECT SNAPSHOT

Project Name:	<b>LED Lighting Sales and Support</b>
Location:	<b>Fort Lauderdale, Florida</b>
Usage Timeline:	<b>Daily, Since October 2017</b>
City Theatrical Solution:	<b>DMXcat®</b>
Other City Theatrical Solutions Sold:	<b>SHoW DMX Vero® with Maximum Bandwidth Technology™</b>

## CHALLENGES

As a highly mobile salesperson of LED lighting solutions, Dorel Baila was looking for a compact, professional testing solution that he could keep in his toolbox and use on demand for sales appointments and client meetings for architectural and entertainment projects in the South Florida market.

His ideal LED lighting system tester would be a universal, DMX/RDM solution that could plug and play with all the lighting fixtures and systems he was selling, and allow for easy set up and break down.

Since he frequently scheduled impromptu sales appointments and communicated using his mobile phone, his ideal testing solution would also work easily with his iPhone.



Dorel Baila supports all color-changing LED projects within the South Florida region for the nation's largest lighting manufacturer's representative company. In addition to sales, he troubleshoots lighting systems and programs the controllers.

## SOLUTION

Dorel chose DMXcat as his testing solution for its ease of use, mobility, and ability to communicate with the majority of white and color-changing LED lights on the market.

DMXcat has not only helped Dorel test new lighting systems, he also uses it to make his sales presentations more professional. When data supplies are built above a ceiling, for instance, he uses DMXcat to control fixtures wirelessly while communicating with clients at eye level.

**“DMXcat lets you focus more time on the customer and less on the tech setup. I highly recommend it to anyone who uses lighting for architainment.”**

*- Dorel Baila, Outside Sales Rep, SESCO Lighting*

Learn more at: [www.citytheatrical.com/products/dmxcat](http://www.citytheatrical.com/products/dmxcat)

