

CITY THEATRICAL

NEW YORK • LONDON

July 30, 2012

City Theatrical SHoW DMX Neo Seen By One Billion People At London Olympics Opening

City Theatrical's **SHoW DMX Neo** wireless DMX system was chosen to control the lighting on the most iconic of all symbols of the London Olympics, the Olympic rings on London's Tower Bridge. Over one billion people worldwide watched on Friday, July 27, 2012 as the Olympic torch passed under the bridge by speedboat on the way to Olympic Stadium for the opening ceremonies. Television crews worldwide will use the Tower Bridge and its rings as a backdrop for their Olympic coverage throughout the games.

Lighting designer Adam Bassett specified over 90 moving lights and a variety of other gear that required four universes of SHoW DMX wireless DMX to control, along with panel antennas with custom antenna extension cables, with Transceivers built into equipment racks. The SHoW DMX equipment was provided and installed by Neg Earth.

SHoW DMX Neo® is the latest innovation in City Theatrical's 10 years of wireless DMX development and manufacturing. SHoW DMX® is the wireless DMX of choice for lighting professionals on Broadway and West End shows, permanent entertainment and architectural installations, major music tours such as the U2 360 Degree Tour, and major events like the London Olympics.

SHoW DMX Neo features the extremely high data fidelity that the multi-award winning SHoW DMX is famous for, as well as incredibly fast 7ms latency, ensuring that wired and wireless DMX sources will appear exactly the same. All SHoW DMX Neo products feature the ability to optimize control of output power, full or limited bandwidth broadcast, and the ability to broadcast less than the full DMX packet to shrink the radio footprint. For the users who do not want to manually optimize their broadcast, SHoW DMX Neo products also have Neo Adaptive Mode that will select only open radio channels to broadcast on with no user intervention needed. All SHoW DMX Neo products will also "heal" lost data packets.

About City Theatrical

City Theatrical, Inc., a manufacturer of unique lighting accessories and the winner of 31 product and business awards, has offices in Carlstadt, New Jersey and London, England. Products include the multi award-winning SHoW DMX, accessories for Color Kinetics®, Auto Yoke®, and Lightwright 5™ as well as the world's most extensive catalog of entertainment and architectural lighting accessories.

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