

CITY THEATRICAL

NEW YORK • LONDON

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For Immediate release

City Theatrical at LDI 2017

City Theatrical will be demonstrating their new technology at the Live Design International (LDI) tradeshow at the Las Vegas Convention Center from November 17-19, 2017 at Booth 2660.

Multiverse[®] is a breakthrough in wireless DMX/RDM technology that gives lighting users a new range of options for performing lighting tasks more easily than ever, while producing less disruptive radio energy. 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.

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. The Multiverse Gateway 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.

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

DMXcat[®] is a 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 complex moving light. Recent winner of the Live Design Product of the Year, ABTT Award, and Plasa 2017 Award for Innovation, the DMXcat system consists of a small hardware dongle and a suite of mobile applications. Together, they combine to bring wireless DMX and RDM control plus several other useful functions to the user's smartphone. The 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. The DMXcat app is available for Android and iPhone.

QolorFLEX[™] now encompasses a vast collection of professional-grade QolorFLEX LED Tape and Dimmers, QolorPIX[®] LED Pixel Controlled Tape and Controller, QolorFLEX NuNeon linear lighting, and accessories – making it the single source for quality, durable, LED products that work together easily and seamlessly. Created specifically for lighting professionals working in theatrical, film and video, and architectural applications, these superior quality, versatile products can be found in use on hundreds of productions and in environments across the globe.

QolorFLEX LED Tape and Dimmers allow LED lighting users to put light in places that were impossible in the past and to create lighting fixtures and lighting effects in a new and inexpensive way. QolorFLEX LED tape is available in 30+ high quality varieties that are sure to add distinction to any designer's toolkit. Each 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 Tape and Controller offers a high level of creativity combined with plug and play technology. With 48 individually-controlled RGB LED emitters per meter and an intuitive pre-configured controller, you can produce thousands of effects - chases, fades, scrolls, bursts - using only a few DMX channels, within minutes.

QolorFLEX NuNeon LED linear lighting helps designers achieve the same visual effects as standard neon without the installation and maintenance issues often associated with traditional blown glass. Encased in translucent silicone, NuNeon LEDs read as a continuous light source for a truly bright, neon look. NuNeon is flexible, dimmable and outdoor-rated, with horizontal and vertical configurations designed for signage and linear architectural applications, respectively.

Lightwright[®] 6 will also be available for demonstration at the LDI tradeshow. John McKernon will showcase the newest version of his industry-leading, multi award-winning software for designers and electricians to help manage the paperwork that supports their entertainment lighting.

About 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, QolorFLEX[™] LED Tape and Dimmers, QolorPOINT LED wireless event lighting, accessories for ETC lighting fixtures, 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.

[Brainstorm with Jake Gyllenhaal](#), as seen on The Tonight Show Starring Jimmy Fallon. City Theatrical's QolorPIX Pixel Controlled Tape is unique, dynamic, and completely customizable to suit the needs of any performance or installation.



NBCU Photo Bank via Getty Images

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