

# CITY THEATRICAL

NEW YORK • LONDON

September 30, 2013

For Immediate Release

## City Theatrical Launches New Products At PLASA 2013

City Theatrical is launching a load of new products at many PLASA 2013 on stand J70, including an exciting new line of [LED tape](#) and [LED dimmers](#), a new [AutoYoke® with a Source Four LED](#), [SHoW Baby® 5](#), and many new accessories. Dave Higgins and Robert Bell of Pathway Connectivity will be on hand demonstrating the [Cognito Lighting Console](#), and Andy Voller, author of [Moving Light Assistant™](#) software will also be on the stand demonstrating and training users in his product.

[QolorFlex™ LED Tape](#) is LED lighting tape aimed at the professional lighting market, including live theatre, television, film and video, and live events. LED tape is a revolutionary product, allowing lighting users to put light in places that were impossible in the past and to create lighting fixtures and lighting effects in new and inexpensive ways. QolorFLEX™ LED tape is manufactured to City Theatrical's exact specifications and is available in a variety of types such as single color, RGB, RGBA, and RGBW.

Working alongside QolorFlex LED Tape are City Theatrical's [D Series LED Dimmers](#), sized from the single channel D1 Dimmer up to a high powered four channel D4 Dimmer with a built-in power supply. These dimmers all have the extremely smooth dimming curves that professional shows demand and a range of user interfaces and features that makes setting them up easy for lighting users. Two dimmers in this range also include a miniature SHoW DMX Neo receiver for high quality professional wireless use.

Rounding out the range of products and services in the QolorFlex area are [low voltage power supplies](#) for powering up the tape and dimmers, and a range of professional services including engineering of systems, and fabrication of wire harnesses and power distribution. City Theatrical offers a range of LED tape products and services that can't be found anywhere else.

The [AutoYoke® Source Four LED](#) combines the quiet operation, accuracy, reliability, and professional quality of the AutoYoke®, with the brightness, built in color changing, energy efficiency, and long life of the Source Four LED, and is the solution for converting ETC's state of the art Source Four LED into a full featured moving light. Smooth, precise, and quiet, the AutoYoke Source Four LED's DMX control allows you to pan and tilt the unit, as well as adjust the iris, and change the focus (sharpness of the beam). Since Source Four LED lighting fixtures have color-changing capabilities, there's no need for color scrollers, and no dimmer is required.

PLASA 2013 also marks the debut of the [SHoW Baby 5](#) in Europe. SHoW Baby 5 is the latest version of the hugely popular SHoW Baby wireless DMX transceiver. SHoW DMX SHoW Baby

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5 is incredibly easy to use and incredibly affordable, while still offering the quality and advanced features of SHoW DMX Neo technology. SHoW DMX SHoW Baby 5 is perfect for the venue or performance where a full featured SHoW DMX system might be too sophisticated or too costly. The SHoW DMX SHoW Baby 5 represents a breakthrough in plug-and-play wireless DMX and RDM transmission - a single unit that can be used either as a wireless DMX transmitter or receiver. Set-up couldn't be simpler with SHoW DMX SHoW Baby 5's instant plug and-play configuration: When a DMX cable is plugged into the SHoW DMX SHoW Baby's DMX Input, the unit senses the connection and configures itself as a transmitter. If no cable is connected to the DMX Input, the unit configures itself as a receiver. All you need now to set up a SHoW DMX wireless DMX system is two SHoW DMX SHoW Baby 5 units and two minutes! In addition, the SHoW DMX SHoW Baby 5 system offers five different SHoW IDs which allow users to set up a multi-universe system by adding additional transmitters or to use multiple separate SHoW Baby systems in the same area.

City Theatrical has also added a number of other unique lighting accessories to the product line, including a full set of accessories for the ETC Source Four Mini and ETC D22 fixtures, as well as accessories for the MAC Aura.

## 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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