

# CITY THEATRICAL

NEW YORK • LONDON

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For Immediate Release

## City Theatrical's QolorFLEX and Multiverse Technologies at The Joyce Theater in NYC

City Theatrical's QolorFLEX LED Tape, QolorFLEX Dimmers, and Multiverse wireless DMX/RDM technologies were recently used as a combined solution to update the lighting at [The Joyce Theater Foundation, Inc.](#) in New York City, as part of a refresh to the entire theater for the Fall 2021 season. This wireless DMX-controlled LED tape solution was used to replace fluorescent tubes, incandescent rope light, and incandescent tube bulbs that were originally installed in the lobby coves and loge fascia within the theater.

"We considered a few different options, and in the end decided that the QolorFLEX and Multiverse products would allow us the flexibility and controllability that we were looking for," says **Jeff Segal**, Director of Production for The Joyce Theater Foundation, Inc. "We wanted to even out the amount of light and the color temperature in all areas, reduce our power consumption, and create a cleaner look. We achieved that with QolorFLEX LED Tape."

In the theater's lobby, the addition of 20 reels of [QolorFLEX® 5-in-1 LED Tape](#), RGBWWCW and 17 reels of QolorFLEX Warm White LED Tape, controlled by 10 [QolorFLEX 5x8A Dimmers](#), give the team from The Joyce the flexibility to change light color as desired. The lobby area lighting is set with a "daytime" look from the LED tape in its coves, and can also be changed to something more festive for special events using the onboard controls, or with the [DMXcat® Multi Function Test Tool](#) smartphone app.

For the auditorium, the team used 18 reels of [QolorFLEX LED Tape](#), Warm White controlled by 10 [QolorFLEX 5x2.5A Multiverse® Dimmers](#) using one [Multiverse Transmitter](#) to replace the loge coves and fascia lighting. This provides an even, warm tone for the performance space, and flexible wireless DMX control on the 900MHz band.

"Multiverse wireless DMX is being used in the auditorium to control the QolorFLEX LED Tape in locations that we cannot pull new DMX wiring to, like the fascia/facing of our loge areas," says **Jeff Segal**. "We use Multiverse wireless DMX on the 900MHz band in our space since we are working with a large amount of steel beams and other obstructions between the main Multiverse Transmitter and QolorFLEX 5x2.5A Multiverse Dimmers."

Located in the Chelsea neighborhood of New York City, The Joyce Theater Foundation, Inc. is the international leader in dance presentation and sustains the art form by supporting artists and educating audiences. To read the full City Theatrical case study, visit: <https://citytheatrical.com/docs/default-source/case-studies/joycetheater.pdf>

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#### City Theatrical Product List:

##### QolorFLEX® LED Tapes:

- QolorFLEX 5-in-1 LED Tape, RGBWWCW, 20 reels
- QolorFLEX Warm White LED Tape (24V), 35 reels

##### QolorFLEX Dimmers:

- QolorFLEX 5x2.5A 900MHz/2.4GHz Dimmers, 10 units
- QolorFLEX 5x8A Dimmers, 10 units

##### Power Supplies and LED Tape Accessories:

- Mean Well power supply, 80w, 24v, Six units
- Mean Well power supply, 150w, 24v, Seven units
- Mean Well power supply, 240w, 24v, Four units
- Mean Well power supply, 320w, 24v, Two units
- Aluminum Extrusion, 2M, 75 in total
- Diffusers, 2M, 42 in total
- Ribbon Cable, Five conductor, 18GA
- Ribbon Cable, Six conductor, 18GA

##### Multiverse® Wireless DMX/RDM:

- Multiverse Transmitter 900MHz/2.4GHz
- DMXcat® Multi Function Test Tool
- RadioScan™ Spectrum Analyzer

#### About City Theatrical, Inc.

City Theatrical invents, manufactures, and customizes unique lighting accessories for the entertainment and architectural industries and is the winner of 40+ product and business awards, including the New Jersey Small Manufacturer of the Year in 2015. Founded in 1986 and celebrating its 35th year in business in 2021, City Theatrical has offices in Carlstadt, New Jersey and London, England. City Theatrical products include the multi award-winning [DMXcat® Multi Function Test Tool](#), [Multiverse®](#) wireless DMX/RDM and SHoW DMX wireless DMX systems, [QolorFLEX®](#) brand of professional LED linear lighting including [QolorFLEX NuNeon™](#), [QolorFLEX 5-in-1 LED Tape](#), and [QolorPIX® Pixel Controlled LED Tape and Controller](#), [QolorPoint® Wireless LED Uplighters](#), professional lighting software including [Moving Light Assistant™](#) and [Vectorworks Spotlight](#). City Theatrical offers the world's most extensive catalog of entertainment and architectural lighting beam control accessories and hardware. City Theatrical also performs [custom manufacturing services](#) and manufactures products on an OEM basis for other lighting manufacturers. Learn more about our professional [experience](#).