

# **CITY THEATRICAL**

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## **NEW YORK • LONDON**

September 16, 2011

For Immediate Release

### **City Theatrical Launches SHoW DMX Neo™ and SHoW DMX SHoW Baby™**

City Theatrical had record breaking attendance at its stand at PLASA 2011 caused by the great buzz on the show floor about SHoW DMX Neo and SHoW DMX SHoW Baby. These two products are the latest innovations in City Theatrical's 10 years of wireless DMX development and manufacturing. City Theatrical's SHoW DMX is the wireless DMX of choice for lighting professionals on Broadway and West End shows, as well as many major music tours such as the U2 360 Degree Tour.

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 alike on a production. The extensive on board user interface that professionals prefer allows optimized control over 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 also has Neo Adaptive Mode that will select only open radio channels to broadcast on, with no user intervention needed. SHoW DMX Neo will "heal" lost data packets, and has a SHoW DMX Neo Classic Mode to allow communication with all existing SHoW DMX equipment.

SHoW DMX Neo has advanced Ethernet gateway functions including dual Ethernet ports and accepts multiple show protocols such as sACN, Art-Net, and KiNet.

SHoW DMX Neo includes a RDM controller provided with the Transceiver which allows anyone to monitor RDM devices from their laptop during the show, perform all radio setup functions, and to check RDM responder functions such as Receiver signal strength, battery voltage on SHoW DMX Dimmers, change DMX addresses, and any other RDM functions that are supported by any manufacturer's equipment on the system. SHoW DMX Neo serves as both an RDM responder and proxy and will discover and control any RDM equipment on the system, and do it quickly and smoothly.

SHoW DMX SHoW Baby takes the same brand new, state of the wireless DMX radio and puts it into a small, inexpensive, simple to operate package. Each box is a Transceiver, and by plugging a DMX cable IN, it selects itself to be a Transmitter. If nothing is plugged into the DMX IN port, it selects itself to be a Receiver. That is the only user selectable option; everything else about the SHoW DMX SHoW Baby is completely plug and play! The SHoW DMX SHoW Baby's size, distinctive design, ease of use, and affordability make it the world's first consumer grade wireless DMX.

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Both SHoW DMX Neo and SHoW DMX SHoW Baby are manufactured by City Theatrical in the U.S.A. in our Carlstadt, New Jersey factory.

#### About City Theatrical

City Theatrical, Inc., a manufacturer of unique lighting accessories and the winner of 30 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 theatrical lighting accessories.