

CITY THEATRICAL

NEW YORK • LONDON

An **Environmental Lights** Company

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For Immediate Release

City Theatrical Offers New Eluxtra™ ProFlex LED Neon and Strip Light Solutions in Collaboration with Environmental Lights

Eluxtra ProFlex solutions bring new capabilities, including PixelControl and Wide Top IP68-rated LED Neon options, to City Theatrical customers.

City Theatrical, an Environmental Lights company, now offers [Eluxtra™ ProFlex](#) LED linear lighting solutions to complement the Eluxtra family of accent lighting products. The Eluxtra ProFlex line features premium craftsmanship, exceptional durability, and reliable performance. Developed with Environmental Lights, Eluxtra ProFlex is engineered for demanding and versatile applications. Rugged, outdoor-grade Eluxtra ProFlex solutions are available in three types: LED Neon, Wide Top LED Neon, and LED Strip Light. New product features for City Theatrical customers include IP68-rated LED Neon, with PixelControl and Wide Top options available.

Eluxtra ProFlex's PixelControl technology combines the creative potential of neon lighting with the ability to create smooth gradients and dynamic effects. Eluxtra ProFlex PixelControl LED Neon is available in RGB and 4-in-1 color options, as well as in a standard width or Wide Top format. All Eluxtra ProFlex PixelControl LED Neon products offer 24 VDC, 80 pixels/10m reel or 40 pixels/5m reel, and cutting increments of 125mm (4.92 in).

"The Eluxtra ProFlex product offering includes PixelControl LED Neon, which is new and exciting for us at City Theatrical," said **Gary Vilardi**, VP Sales at City Theatrical. "The market is always thirsty for more pixel-controlled LED tape products. We are happy to provide our customers with new PixelControl options in this new and premium-grade Eluxtra ProFlex product line."

Eluxtra ProFlex LED Neon, Wide Top LED Neon, and LED Strip Light solutions are each designed to meet the needs of different projects. Their dry cable collars prevent moisture from reaching and passing through conductive wires. They are made with high-grade silicone and feature a self-cleaning coating that resists dust, smog, and static buildup while offering scratch resistance for enhanced durability. Eluxtra ProFlex solutions are designed to have integrated dual-path circuit copper belts that improve mechanical strength, heat dissipation, DIY connector pin reliability and ease of use, and current carrying capacity.

The Eluxtra ProFlex line is available in a variety of color options. All three types of Eluxtra ProFlex solutions – LED Neon, Wide Top LED Neon, and LED Strip Light – come in RGB, RGB

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+ 3000K, and RGB + 4000K. Eluxtra ProFlex LED Neon and Wide Top LED Neon are available in pixel-controlled RGB. Eluxtra ProFlex LED Neon and LED Strip Light are also both available in 2700K, 3000K, 4000K, 5700K, and 6500K strip light options, as well as in Tunable White.

All Eluxtra ProFlex LED Neon varieties have an IP68 waterproof rating, making them ideal for indoor and outdoor installations. They are 24VDC and consume 12 w/m (3.7 w/ft) power. The reel length options are 5m and 10m, and the products are linkable up to 15m for monochrome or tunable white options, and linkable to 10m for RGB.

Eluxtra ProFlex Wide Top LED Neon is also IP68 rated and enables light to radiate out from the top and both sides. Eluxtra ProFlex LED Neon in its standard width has a flat top, which can be used to either recess the light, to be flush with the mounting surface, or view the light from the top. Eluxtra ProFlex Wide Top LED Neon, however, provides a much larger viewing surface, best used for large building installations or exterior applications.

Eluxtra ProFlex Strip Light offers an IP67 waterproof rating. It is made with multi-layer construction, ensuring resilience in harsh environments and making it ideal for long-term use. Like Eluxtra ProFlex Strip Light, all accessories designed to work with Eluxtra ProFlex Strip Light are IP67 rated, including DIY Connector options, front end leads, tail end leads, end caps, and jumpers.

Backed by a 5-year warranty and UL Listed, RoHS, UKCA, and CE Compliant, Eluxtra ProFlex provides peace of mind and dependable quality, making it the go-to solution for professionals seeking high-performance LED lighting. Eluxtra ProFlex products are available now from both City Theatrical and Environmental Lights. For more information, call your City Theatrical representative at (800) 230-9497 or visit CityTheatrical.com. You may also call your Environmental Lights sales engineer at (888) 880-1880 or visit EnvironmentalLights.com.



Eluxtra™ ProFlex PixelControl 4-in-1 Wide Top LED Neon, RGBW (shown) combines the creative potential of RGBW neon lighting with the ability to create smooth gradients and dynamic effects utilizing our PixelControl technology.

About City Theatrical, LLC

City Theatrical, an Environmental Lights Company, invents, manufactures, and customizes unique lighting accessories for the live entertainment, film and video, and architectural industries. City Theatrical is the winner of 40+ product and business awards, including the New Jersey Small Manufacturer of the Year. Founded in 1986, City Theatrical has offices in Carlstadt, New Jersey and London, England. City Theatrical's extensive product catalog includes wireless DMX, test tools, beam control accessories, and more. City Theatrical also performs custom manufacturing services and manufactures products on an OEM basis for other lighting manufacturers.

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About Environmental Lights

Environmental Lights was founded in 2006 in San Diego, California, and has been listed on the Inc. 5000 as one of the fastest-growing private companies in America on eight occasions. We transform environments with LED lighting technology by engineering our customers' visions into innovative solutions. We partner with our customers from project inception through planning, specification, and installation of their LED lighting systems to ensure we create solutions that match their needs. Our work transforms environments in an array of industries, including retail display, entertainment, trade show/exhibit, hospitality, casino gaming, and residential & commercial construction.

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