

FOR IMMEDIATE RELEASE:

City Theatrical and Environmental Lights Introduce Eluxtra™: The Next Generation of LED Accent Lighting Solutions

New line of LED lighting products leverages the expertise of Environmental Lights and City Theatrical.

San Diego, CA – 10-22-2024 – Environmental Lights, a leader in [LED lighting solutions](#), and City Theatrical, a global expert in entertainment lighting technology, proudly announce the launch of Eluxtra™, a new family of LED accent lighting products. Eluxtra represents the next evolution in lighting quality and innovation. It is engineered to enhance performance and simplify installation for professionals across multiple industries.

The jointly developed Eluxtra family combines the engineering expertise and years of industry experience from both companies. Designed for superior performance, reliability, and ease of use, Eluxtra LED lighting products cater to diverse vertical markets, including scenic and stage lighting, retail displays, commercial installations, OEM manufacturing, and residential construction.

“We are thrilled to bring Eluxtra to the market, representing our continued dedication to pushing the boundaries of LED technology,” said Ron Lorentzen, General Manager of City Theatrical. “By leveraging the expertise of both Environmental Lights and City Theatrical, we’ve developed a product family that delivers the highest quality, simplified wiring, and reliable connections – a combination that is unmatched in the marketplace.”

“Eluxtra makes it easier for our customers to achieve their design goals with minimal complexity,” added Jordan Brooks, President of Environmental Lights. “The accent lighting products in this family addresses the diverse lighting requirements of our customers, and simplifies the process of planning and installing LED lighting installations globally.”

The Eluxtra family will be offered by both Environmental Lights and City Theatrical. New products will initially focus on core performance and functionality to meet a wide range of project needs. More specialized product varieties will further augment the line over the coming year.

The initial wave of Eluxtra products, launching today, includes:

- **24V Eluxtra RGB LED Strip Light** – A performance strip light ideal for colorful, dynamic lighting.
 - Available in IP65 waterproof version
- **24V Eluxtra 4-in-1 LED Strip Light** – RGB plus either 6500K, 2700K, Amber, or Indigo adds versatility for enhanced color needs.
 - Available in IP65 waterproof version

Coming later this fall, Eluxtra will expand to include:

- **12V and 24V Eluxtra 5-in-1 LED Strip Light** – 5-in-1 allows users to take advantage of an incredibly wide range of colors, offering maximum color customization and control to lighting designers.
- **12V Eluxtra 4-in-1 LED Strip Light** – RGB plus either 6500k or Amber in a 12V version

These new products are a blend of innovation and practicality, offering professionals consistent performance, streamlined connections, and easy installation. Whether used in complex scenic environments or

sophisticated residential designs, the Eluxtra family delivers cutting-edge lighting solutions that elevate any project.

The Eluxtra product line will be available from both Environmental Lights and City Theatrical. For more information, speak with your Environmental Lights sales engineer at (888) 880-1880 and visit EnvironmentalLights.com, or call your City Theatrical representative at (800) 230-9497 and visit CityTheatrical.com.

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.

Media Contact:

Jacqueline Morreale

City Theatrical

marketing@citytheatrical.com

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.

Media Contact:

Michael Krupinsky

Environmental Lights

marketing@environmentallights.com