

For Immediate Release

Contact: Patrick Thompson

949.388.4442, ext. 123

patrick@innovateshowcontrols.com

BlueLite X1 Selected for Major Installations

New Show Control System selected for Wrangler National Finals Rodeo, Six Flags Fiesta Texas, Freemont Street Experience, and Pavilion Theatre.

SAN JUAN CAPISTRANO, CA, March 23, 2005 - Innovate Show Controls today announced a number of major installations for its new **BlueLite X1** DMX show controller. In recent months, the X1 has been selected as the primary control system for several major shows, including the Wrangler National Finals Rodeo, Six Flags Theme Parks, The Freemont Street Experience, and Santa Ana's Pavilion Theatre.

The Wrangler National Finals Rodeo, held annually in Las Vegas, require power, reliability, and rapid programmability. Marty Canavan, Chief Show Designer for YLS Entertainment, found all of this in the X1. "When I am on a show like the National Rodeo Finals, where I have maybe ten nights of live performances to light and another half dozen pre-programmed laser and light shows to create, it all boils down to one thing: how fast can I get it right? When it comes to programming a show, time is the one thing I never have enough of."

The X1 has also been selected to run shows at two Six Flags Theme Parks: Six Flags Fiesta Texas in San Antonio and Six Flags Magic Mountain in Valencia, California. Both shows require the X1 to control moving lighting fixtures, lasers, and special effects. In the Texas show, the X1 is replacing a Hog PC for integrated control of all existing elements plus additional effects. In the California show, the X1 is replacing three separate legacy control systems, allowing control of all elements from a single system. "We've tried just about everything out there," states Martin Canavan, Sr., YLS' President. "From what we've seen, with even the biggest names we'd still have to send out two controllers. That is an enormous cost that I would have to pass on to our clients."

The Fremont Street Experience in Las Vegas is a truly innovative show in which an entire street is immersed in lighting and special effects. The X1 was selected to upgrade and replace an existing Richmond Sound and ETC control system combination, and was selected over High End/Flying Pig's Hog PC product. Fremont Street's Tim Johnson commented that the X1 had "...all of the features we wanted at price that met our budgetary goals. The ease of use and built-in SMPTE support also had a big impact on our decision." Walt Medor of Laser Rentals was also influenced by SMPTE support in his decision to switch to the X1: "For most DMX controllers SMPTE timecode support is an afterthought. Not with the X1. It has multiple timelines locked to tape so I can build up my show one element at a time without worrying about overlapping fades. Something I really like is that it actually locks to timecode, not just trigger from it. So fades and moves always come out perfectly, even when the timecode source is running fast or slow."

Santa Ana's Pavilion Theatre needed a solution to control a combination of moving fixtures and Catalyst/DL.1 video effects. "I was thinking of the X1 as just a better 'PC product' until I saw it pull off a show with Bill Medley of the Righteous Brothers," says Mike Djomeh of Acey/Decey Lighting. "There were no rehearsals and the theatre was still under construction, so there was almost no time to create cues for the show. When everything, moving fixtures, video effects, etc. looked just great I knew I had to change my thinking."

Steve Ohab, also of Acey/Decey, concurred: "When I saw the system hooked up to a Catalyst and a DL.1, and someone inexperienced with both create a bunch of incredible looks in just a few minutes that I realized that the X1 is a lot more capable than I had previously thought." Marty Canavan is an even bigger X1 believer: "I'll stack my X1 up against anything out there. For me, it is simply the best control system I have ever used, period."

The BlueLite X1 truly sets a new standard in DMX show control. For more information, including case studies and a complete demo version of the BlueLite X1 software, visit www.innovateshowcontrols.com. Or contact Innovate Show Controls at (949) 388-4442 for more information. Dealer inquiries welcome. The BlueLite product line is distributed by Legend Theatrical: <http://www.legendtheatrical.com>

About Innovate Show Controls – Founded by industry veterans, the company is dedicated to ground-breaking product development, high quality manufacturing and outstanding customer support.

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