



PROJECT SNAPSHOT

Project Name: **QolorPIX Pixel Control at the Vince Lombardi Trophy Replica Lighting at Super Bowl Live Atlanta, GA**

Location: **Atlanta, GA**

Installation Completion: **February 2019**

Design & Programming: **Rob Kodadek, RMRK**

Executive Producer: **Ryan McArdle-Jaimes, RMRK**

Master Electrician: **Justin “Jiggy” Dunlap**

City Theatrical Solution(s): **QolorPIX® Pixel Controlled LED Tape, QolorPIX Tape Controller**

CHALLENGES

Working under an exceptionally tight timeline, the RMRK creative production agency was looking for a turn-key pixel tape and controller solution to add dynamic lighting to the iconic Vince Lombardi Trophy replica, an outdoor 25-foot statue which was the backdrop for Super Bowl LIII events before and after the game in Atlanta, Georgia.

The trophy’s pixel controlled LED lighting solution would need to be programmable, such that it could coordinate with musical performances by Atlanta-based artists like Jermaine Dupri and Ludacris. The ideal pixel-based lighting solution would offer plug and play installation and operation using industry standard XLR extensions.



Easily the most prestigious symbol in sports, the Vince Lombardi Trophy is commissioned by the NFL each year for the winning team of the Super Bowl. For the 2019 Super Bowl Live experience, a much larger trophy replica was produced by RMRK, a Portland-based creative production agency, standing 25 feet tall on top of a 10-foot platform.

SOLUTION

The RMRK team chose City Theatrical’s QolorPIX Pixel Controlled LED Tape and Tape Controller as the solution to provide plug and play pixel effects over the trophy’s sides, shield, and football seams. With overnight delivery and 4-pin XLRM connectors soldered to the end of each reel of QolorPIX tape, the team was able to quickly and easily install and program this pixel control solution.

“QolorPIX solved many of our challenges – weather, controller distance, brightness – with a single, off-the-shelf solution.”

- Rob Kodadek, Co-Founder & Executive Creative Director, RMRK

Learn more about QolorPIX at:
citytheatrical.com/products/qolorpix-led-tape





FUN FACTS

- Total LED Pixels: 4,176 pixels
- Trophy Weight: 4,500 lbs.
- Replica Materials: Steel, Aluminum, and Wood
- Paint Finish Color: Matthews Automotive Silver Surfer

LIGHTING EQUIPMENT

- 11 Reels of QolorPIX Pixel Controlled LED Tape
- 2 QolorPIX Tape Controllers
- 8 MegaPointe
- 8 Robe WashBeam
- 9 GLP JDC1
- 24 Elation Paladin
- 2 GrandMA3 full-size
- 2 GrandMA3 Processor XL

“QolorPIX pixel tape performed flawlessly throughout the entire week, despite temperatures ranging from 22 to 70° F, freezing rain, and complete downpours. I’m so pleased I’ve spec’d QolorPIX for an upcoming installation.”

- Rob Kodadek, Co-Founder & Executive Creative Director, RMRK



Learn more about QolorPIX Pixel Controlled LED Tape at:
www.citytheatrical.com/products/qolorpix-led-tape



Learn more about the QolorPIX Tape Controller at:
www.citytheatrical.com/products/qolorflex-5x8a-dimmer