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Going green at the Super Bowl LIV Halftime Show: PixMob unveils its latest wristband made of recycled plastic.

Montreal, Canada - PixMob, a Montreal-based wireless lighting company specialized in immersive experiences, lit up the crowd at Super Bowl LIV Halftime Show featuring performances by Shakira and Jennifer Lopez. Fans donned the new LED wristband made of recycled plastic to create lighting effects synchronized with the artists' performance across the Hard Rock Stadium in Miami. This was PixMob's second presence at the Halftime show.

For this occasion, PixMob released its first-ever wristband from recycled material, the latest addition to its fleet of LED wearables. Using the same technology that made the X2 wristband the most popular wearable of PixMob's lineup, the X2R comprises of a band entirely made of recycled plastic, a first in the industry of audience lighting. "Using recycled materials to create our products is an important step forward in our plan to make our business operate without single-use plastics" explains Jean-Olivier Dalphond, President of PixMob.

Known for the quality of their effects, a respected track record precedes PixMob, from tours with pop icons like Taylor Swift, Shawn Mendes and the Spice Girls to sporting events like the opening ceremonies of the Olympics and NHL and NBA playoff games.

Founded in 2010 by David Parent and Vincent Leclerc, PixMob is vertically-integrated, designing, manufacturing and deploying its solution in over 40 countries and 2,000 events.