

## **PixMob Wins the First-ever Sustainability Award at Live Design International 2019**

The Sustainability Award commemorates the company's exceptional efforts in reducing its ecological footprint by recycling over 1 million LED wristbands in one year.

**Montreal, Canada** - PixMob, a Montreal-based company designing crowd experiences through LED wearables, wins the new Sustainability Award at this year's Live Design International (LDI) conference and trade show for the PixMob Recycling Program. Since the beginning of the program in 2018 with *Taylor Swift's Reputation Stadium Tour*, PixMob successfully recycled over 1 million wristbands, an initiative recognized by the LDI Awards panel.

"It's an honor for us to receive this award because the Recycling Program represents the first step in our plan to reduce our environmental impact and eliminate single-use plastics in our supply chain" explains Jean-Olivier Dalphond, President of PixMob. "To achieve this milestone, we had to reinvent how we work, from our deployment of the Recycling Program at venues to our message to the audience. Artists have also sought to be involved and get the fans behind the effort. As a result, we've seen the rate of wristbands returned at events progressively increase from 20% in 2018 to upwards of 60% in 2019. We also had to create a refurbishing process at our headquarters, an essential step for the wristbands' lifecycle to become a closed loop."

LDI is the leading conference and tradeshow for live design professionals. Every year, this event gathers the greatest talents and biggest brands in the industry, attracting over 14,000 attendees and 390 exhibitors.

PixMob was founded in 2010 by Vincent Leclerc and David Parent. The technology gained traction by creating massive human light shows at the 2014 Super Bowl, 2014 Winter Olympics, 2015 NBA All-Stars, and over 2000 events since, including tours with pop icons such as Shawn Mendes and the Spice Girls. This is the second consecutive year PixMob is awarded at LDI. In 2018, PixMob won the Best Debuting Product Award for its [Moving Head](#) and [Portable Transmitter](#).

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For more information about PixMob and this award, please visit [pixmob.com/Sustainability](http://pixmob.com/Sustainability), or contact Danny Tran at [dt@pixmob.com](mailto:dt@pixmob.com). The following independent expert is available for comments. Ms. Hénault-Ethier specializes in residual materials management and environmental innovations.

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