

NuLights LED Disco Ball Brings the Magic of Nightlife to House Parties

Newly Launched LED Disco Ball Helps Consumers Brighten Children's Birthday Parties, Weddings, Fraternity Parties and Other Events

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/EINPresswire.com/ -- NuLights, Ltd., an emerging leader in innovative [party lighting](#) products, is helping consumers bring the magic of nightlife to house parties, children's birthday parties, weddings and more with the launch of its new LED [Disco Ball](#). Featuring a digital display for complete control, the LED Disco Ball features five colors, DMX capabilities and it is sound activated as it flashes to the beat of the music. The company sells its' party lighting products



LED Disco Ball

exclusively through the Amazon marketplace and since its release earlier this year, the LED Disco Ball by NuLights has had an overwhelmingly positive response from Amazon buyers with 16 independent 5 star reviews.

"My daughter with autism loves this," said Jeannette, a [recent customer](#). "I was a little worried at first that it would over stimulate her, but so far no problems. In fact it helps settle her down when she's getting upset. I haven't figured out all the ins and outs, but one of the channels allows the ball to respond to outside sound. We were laughing and singing and clapping and shouting to get the lights to speed up and change around."

"When I get this disco ball out in the evening after dinner and turn on some music, everyone gets happy and relaxed, even the dog is enjoying it," the customer continued. "There's a remote control to make changing the lights or the speed easier. I can see how this would be a lot of fun to have at parties and dances. It will also hook up into a professional music system for any DJ's who are looking for something to liven up their show."

Other happy customers have described the product as 'Intricate', 'Lightweight' and 'Mesmerizing'. Even with the initial positive customer response NuLights have continued to make improvements with new branding, product packaging and they have recently rolled out a new website, all in an attempt to improve the customer experience. "We are confident that through our recent upgrades we have improved the customer experience by making design changes that more accurately reflect our products quality and value" said company spokesperson George Gray, "We also hold a firm belief that by creating a consistent brand experience for our customers we will be able to create enduring

customer relationships”.

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