LumenRadio

RELEASE
Gothenburg, Sweden, September 13, 2009

CRMX NOVA™ REDEFINES WIRELESS DMX & RDM AT PLASA 2009

LumenRadio is proud to announce the launch and immediate availability of CRMX Nova at PLASA 2009. CRMX Nova redefines reliability and fidelity in wireless DMX & RDM distribution and is the first smart and adaptive wireless product range for the Entertainment and Architainment industries. CRMX Nova offers the same robustness as cables, but with the convenience, flexibility and low installation costs of wireless.

Key innovations and advantages in CRMX Nova are:

1. Automated Cognitive Coexistence. Never be disturbed nor disturb other wireless systems.
2. Fidelity. The DMX frame output is always identical to the frame input.
3. Error correction. Advanced algorithms recreate corrupt or lost radio packets.
4. Compliance. Non-compliant DMX is corrected to meet the DMX512A standard.
5. Synchronization. Precision timing mechanism guarantees synchronized frame delivery.
6. Latency. Industry best; below 5ms in multi-universe systems.
7. Free RDM controller. Includes what you need to manage and monitor RDM systems.
8. Ethernet. Support for Streaming ACN & Art-Net.
9. Ease of use. One button takes care of all setup.
10. Ease of mounting. Multiple mounting options facilitate easy rigging or rack mounting.
11. Security. 128 bit encryption ensures no hacker interference.
12. Legacy support. Nova receivers are compatible with legacy W-DMX™ systems.

CRMX Nova is based on LumenRadio's patent pending wireless CRMX technology. CRMX stands for Cognitive Radio Multiplexer and is the first smart radio to automatically adapt to its environment to never disturb, nor be disturbed, by other wireless equipment. Automated Cognitive Coexistence is a fully automated feature that offers the user unrivalled convenience and peace of mind during operation.

CRMX Nova wireless RDM will be demonstrated to the world for the first time during PLASA 2009 at LumenRadio's stand 1-D36 and A.C. Entertainment Technologies stand 1-E10. We recommend you to stop by to see the full demonstration. CRMX Nova products will also be showcased in the RDM and Innovation Awards stands. CRMX Nova starts shipping directly after PLASA 2009. For more information about CRMX Nova go to www.lumenradio.com.

ABOUT LUMENRADIO

LumenRadio was established in 2008 to develop the next generation best-of-class wireless CRMX technology for the lighting industry. The team includes pioneers of wireless lighting control who developed many of the market's current leading products. LumenRadio won first prize in the prestigious Venture Cup Business Plan Competition 2009 outclassing close to a thousand other competitors. The jury's motivation can be summed up by their closing statement: ***"This technology will replace and eliminate all previous solutions."***

LumenRadio maintains offices in Gothenburg next to Chalmers University of Technology and development labs at Uddevalla Science Park. For more information about LumenRadio, CRMX and CRMX Nova, please go to www.lumenradio.com.

CRMX™ and CRMX Nova™ are trademarks of LumenRadio. W-DMX™ is a trademark of Wireless Solution Sweden.

High-resolution pictures of CRMX Nova DMX & RDM products are available for download at http://www.lumenradio.com/news.html