

## AVAB France and LumenRadio launched CRMX at JTSE trade show in Paris Gothenburg, Sweden, November 30, 2010.

AVAB France, leading distributor of entertainment lighting products and LumenRadio AB, technology leader in wireless lighting controls, launched CRMX product portfolio in the French market at the JTSE trade show in Paris, November 23-24th, 2010.

“France is an important market for LumenRadio and we are proud to announce that AVAB France, who has served their customers with excellent products and services for over thirty years, has been appointed distributor for the French entertainment and architectural market. LumenRadio have together with AVAB France installed a complete wireless CRMX system on the 270 meter-long aqueduct Pont Du Gard in southern France. The installation was a success and pioneered the use of RDM in architectural installations. We have over the last year completed several other successful reference installations with AVAB France and it is now time to offer the benefits of the award winning CRMX products to the entire French market”, explains **Anders Ardstål** VPO at LumenRadio.

“LumenRadio has emerged as the technology leader in wireless lighting controls with their CRMX products which allow previously unseen functionality, reliability, and performance. We are very happy to offer the features and benefits of the CRMX products to all our customers in France knowing we are providing them with the best products in the market. The massive interest for CRMX products during JTSE confirms that we’ve made the right choice”, explains **Jean-Louis Pernette**, CEO of AVAB France.



LumenRadio's outstanding RDM technology and controller; as well as compatibility with legacy wireless DMX systems were of particular importance in AVAB France's choice of LumenRadio as the exclusive wireless provider for France. All CRMX products are now available for the entire French market from AVAB France.

### **About LumenRadio**

LumenRadio develops and markets next generation state-of-the-art wireless technology for the lighting industry. LumenRadio's CRMX is the most dependable wireless system on the market and is the only one to offer Automated Cognitive Coexistence. CRMX continuously and automatically adapts to the surrounding wireless environment, to never disturb or be disturbed by other wireless systems. LumenRadio offers a complete product portfolio of wireless lighting controls utilizing DMX, RDM, DALI, ArtNet, Streaming ACN, and other control and building management protocols for indoor, outdoor, and fixed installation markets world-wide. For more information about LumenRadio and CRMX products, please go to [www.lumenradio.com](http://www.lumenradio.com).

Further information about **AVAB France** can be found online at: [www.avab.fr](http://www.avab.fr).