

LumenRadio announce breakthrough dual-band wireless technology at Prolight+Sound

The wireless lighting control technology leader, LumenRadio, is announcing several groundbreaking new product lines and technologies, as well as updates to existing products, at Prolight+Sound, 24-27 March, in Frankfurt.

CRMX Outdoor™ comes in three models - Flex, Receiver and Slim - all with DMX, RDM, and an industry first, DALI. Outdoor Flex offers extensive Ethernet support, PoE, and the ability to switch between transmitter, receiver, and repeater functionality. The Outdoor Receiver offers a cost effective receiver-only in the same IP67 rated rugged metal enclosure as Flex. CRMX Outdoor Slim is the industry's smallest wireless receiver for permanent installation and was designed for outdoor as well as indoor locations where space is limited.

"We listened to what the customers wanted: affordability and long term reliability in a waterproof, protective housing; as well as a really small model for space constrained locations. We added what the system integrators wanted: the ability to combine Ethernet, DMX, RDM, and DALI in the same system. To top it off we added what the distributors wanted: one model that could be configured as anything. That's how we designed the CRMX Outdoor series", explains CTO Niclas Norlén.

Lumenradio's CRMX OEM cards are now offered as three color coded product lines: **Green** supports DMX and is available as an extremely cost efficient DMX Receiver-only and in a Flex version allowing the user to switch between transmitter and receiver mode. **Black** supports DMX & RDM; also available as a receiver-only or Flex; which can switch between transmitter, receiver, and repeater mode. **White** is a 2.4 GHz & 5.8 GHz dual-band enabler card and will, combined with any Green or Black card, facilitate dual-band automated cognitive coexistence operation; a true technological breakthrough.

LumenRadio continues to add functionality to existing product lines. The CRMX Nova dual transmitter adds protocol support for ETC Net, Strand ShowNet, Pathport, and more. CRMX SuperNova now offers easy access to Ethernet configuration and transmitter output power settings, as well as remote link setup and configuration, in addition to an extensive SQL activity data base and automatic emails with error messages and status reports.

"We track all user feedback and add many of the suggested features to improve our products. This is an ongoing process and a very important part of our in-house R&D program; it makes it possible for us to offer user friendly innovations in industry leading products. This year's Prolight+Sound is a very exciting trade show for us; we are releasing a record number of new technologies and products and we are also announcing some major new partnerships", promises CEO Per Hulthén.

If you're visiting Prolight+Sound come by LumenRadio's stand D17 in Hall 11.1 and see the demonstration of the new wireless technology for yourself.

For more information see www.crmxnova.com or 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 released CRMX Nova at PLASA 2009, receiving the PLASA Award for Innovation. CRMX Nova is the first adaptive wireless technology in lighting industry to feature Automated Cognitive Coexistence and integrated RDM Controller – CRMX SuperNova.

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 or www.crmxnova.com.

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