

LUMENRADIO ANNOUNCES CRMX OUTDOOR™ WIRELESS DMX/RDM

LumenRadio is proud to announce CRMX Outdoor™ with wireless DMX & RDM. CRMX Outdoor is an adaptation of PLASA Award winning CRMX Nova™ for outdoor use and is compatible with all other CRMX DMX/RDM products. CRMX Outdoor is the first RDM enabled wireless light control product both waterproof and vandal proof making it suitable for any outdoor installation.

CRMX Outdoor will be demonstrated for the first time at LDI 2009. LumenRadio will also demonstrate how CRMX SuperNova™ manages and receives feedback from an RDM-enabled wireless light control system. For a look at the future of wireless DMX & RDM, visit LumenRadio at stand 1053 during LDI for a personal demonstration.

“In designing CRMX Outdoor we met with lighting designers of outdoor wireless installations to get useful input for the development. They explained how the biggest problem was that many wireless outdoor installations stopped working over time – the wireless outdoor products had not been built to last. So when designing CRMX Outdoor this was our top priority – building a product that would last in any environment,” explains CTO Niclas Norlén.

Key innovations in making CRMX Outdoor built to last are:

1. Automated Cognitive Coexistence. Never be disturbed nor disturb other wireless systems.
2. RDM enabled with CRMX SuperNova. Get feedback, manage and monitor your system.
3. Waterproof. IP67 classification ensures use in humid and even underwater environments.
4. Vandal proof. Discreet and secure housing ideal for long-term urban outdoor installations.
5. Security. 128 bit encryption ensures no hacker interference with installations.

CRMX Outdoor will start shipping by the end of 2009. 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.

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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