

## DWR and LumenRadio kick off South African CRMX Wireless Tour January 17, 2010, Johannesburg, South Africa, & Gothenburg, Sweden



DWR Distribution, leading provider of entertainment lighting products, and LumenRadio, technology leader in wireless lighting controls, are about to kick off a week long CRMX wireless promotional tour across South Africa. Tour dates and locations are as follow:

- January 16-18 Johannesburg
- January 19-20 Cape Town
- January 21-22 Durban

“South Africa is a fast growing market for wireless systems and DWR is uniquely positioned to effectively promote and support our entire CRMX product line in this market. The initial response to our tour was overwhelming and we therefore extended the tour to an entire week of meeting and working with key DWR customers to accelerate their transition into the wireless age”, explains **Anders Ardstål** VPO of LumenRadio.

“LumenRadio has emerged as the obvious technology leader in wireless lighting controls. The CRMX products offer unparalleled functionality, reliability, performance, and a great value for both professional and novice users. LumenRadio’s reputation for delivering on its promises was also a key factor in DWR’s decision to commit significant resources to promote the CRMX products in the South African market. Customer response to the tour has been great and we will be meeting with hundreds of lighting professionals who are eager to go wireless”, elaborates **Duncan Riley** at DWR.

**You can obtain more information about the tour by e-mailing DWR at [sales@dwrdistribution.co.za](mailto:sales@dwrdistribution.co.za) or calling +27 (0) 11 793 5066.**

### 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).

### About DWR Distribution

DWR Distribution was established in May 2006 after ten years of involvement in the entertainment industry by Duncan Riley and is the largest distributor of entertainment lighting in South Africa. The company is an exclusive distributor for Philips Entertainment Lighting, Robe, MA Lighting, Avolites, Strong, ADB, and many other premium brands. This enables DWR to provide the industry and all users with outstanding products backed up with extensive support and service from its team of dedicated employees. For more information about DWR, please go to [www.dwrdistribution.co.za](http://www.dwrdistribution.co.za).

