

LumenRadio announces CRMX Unity, SuperNova 2.0, and new OEMs at PLASA Gothenburg, Sweden, September 7, 2011

CRMX Unity, SuperNova 2.0, and a dozen new OEMs have been announced by LumenRadio in conjunction with the PLASA 2011 show in London, September 11-14.

CRMX Unity is a new technology platform from LumenRadio offering intuitive and effortless network and device management across wired and wireless networks. CRMX Unity allows lighting professionals and novices alike:

1. Full lighting system visualization, configuration, monitoring, alarms, and logging for all connected RDM devices under one unified interface.
2. Total transparency in network protocol conversion between manufacturer specific, public domain and industry standard protocols.
3. Unified connectivity and control across wired and wireless networks.

CRMX Unity will be on exhibit at the PLASA Innovation Gallery and available for hands-on demonstration in LumenRadio's booth. This showcase offers an excellent introduction to the exciting future of DMX, RDM, and Ethernet connectivity and networking.

SuperNova 2.0 with enhanced RDM, Ethernet, and user interface functionality, including full integration with CRMX Unity and wired RDM communication, will also be released at PLASA 2011. Other feature additions include support for the recently released Art-Net 3 specification and IP independent discovery of CRMX Ethernet enabled transmitters.

LumenRadio has in addition to expanded product ranges from current OEMs such as ROBE and GDS, also announced a dozen new OEM relationships, making CRMX the fastest growing wireless lighting control technology. Clay Paky, Philips Vari-Lite, Philips Selecon, SRS, and LDDE are a few of the new manufacturers that have chosen CRMX for their products to ensure industry leading wireless performance and reliability. The full list of new OEMs will be available at PLASA as part of LumenRadio's new product catalog.

“We are very pleased to be the preferred vendor of wireless technology for some of the strongest and most innovative brands in our industry. We see this as confirmation that our relentless focus on technology and product development has paid off and will pave the immediate way for further strong growth in both OEM relationships and product sales”, says **Hans Lau**, Director of OEM at LumenRadio.

The entire CRMX product line, including the new Unity and SuperNova 2.0, as well as all the familiar faces of LumenRadio's staff can be found in stand **1-F49** at the PLASA show.

