

LumenRadio CRMX shines on the Boulevard der Stars in Berlin

Gothenburg, March 10th, 2011



LumenRadio's CRMX wireless system recently helped Berlin's Boulevard der Stars to put on a permanent and spectacular shine. The 350 meter long installation on Potsdamer Straße encourages visitors to engage with the stars and with each other in an interactive environment.

The concept honors personalities who have made major contributions to German cinema in a setting inspired by 4 key elements from a movie premier; the red carpet, stars, cameras, and lights. It has drawn huge crowds and become a must-see attraction for visitors to Berlin. World renowned German-American architects GRAFT and Berlin studio for media design ART+COM, the two entities that developed the overall concept, brought in local lighting designer Wolfgang "Kuni" Kunwald from Büro für Daten & Lichttechnik KG to commission a lighting system appropriate for the task.

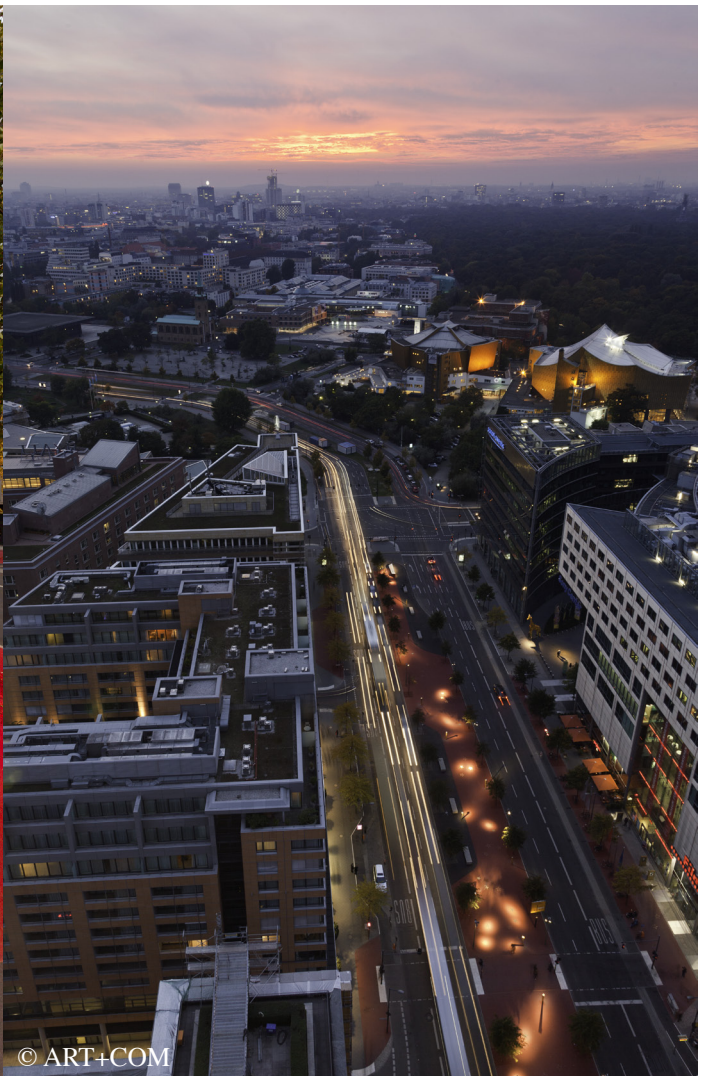
"Digging up a large portion of the always busy Potsdamer Straße was not an option. A wireless system became the only practical solution and LumenRadio's CRMX was the sole system with specifications to meet our extremely demanding requirements. The CRMX products and LumenRadio delivered on their promise of solid reliability and support and were critical to the huge success of this very ambitious project", says system and lighting designer **Wolfgang Kunwald**.

"This is a large and complex installation in a dense urban area with heavy foot and vehicle traffic surrounded by commercial buildings with extensive wireless systems. The CRMX Automated Cognitive Coexistence is key to success in such a challenging environment. We worked closely with Wolfgang and used about thirty CRMX Outdoor units to design a system that provides seamless and reliable wireless DMX coverage throughout the area," explains **Anders Ardstål**, VPO of LumenRadio.

For more information about Boulevard der Stars, Büro für Daten & Lichttechnik KG, and LumenRadio's CRMX go to: www.boulevard-der-stars-berlin.de, www.b-dl.com and www.lumenradio.com.



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