

## LumenRadio breaks records at Prolight+Sound 2011

Frankfurt and Gothenburg, April 14th, 2011



LumenRadio, the technology leader in wireless lighting controls, broke the company's previous attendance records at this year's Prolight+Sound in Frankfurt with several thousand German and international visitors to the stand; part of German CRMX distributor LMP's extremely busy village.

Two new products and a dozen new OEM and project partners, among them some of the largest players in the lighting industry, were revealed in conjunction with the show. Over 1200 new catalogs with exciting new reference installations and projects were distributed to lighting professionals, manufacturers, distributors, and partners during the four day exhibition.

A great example of wireless OEM products on display at the show was Philips Entertainment's new Vari-Lite and Selecon fixtures. Philips has developed a solution that makes it possible to add LumenRadio's CRMX wireless DMX and RDM capabilities to any of their new fixtures. The hardware consists of a universal plug-in enclosure with the CRMX radio module, antenna, and a connection to the fixture. The control of the wireless system has been seamlessly integrated with the rest of the operation of the host fixture via its original keypad and display.

"We signed an additional dozen new distributors and initiated business discussions with more than twenty new OEM partners from all over the world during the show. LumenRadio's momentum was apparent; almost everybody who came to the stand had heard about our company, the products, the technology and wanted to see firsthand what the buzz was about", explains **Per Hulthén**, CEO of LumenRadio "We also had a steady stream of existing customers who came by to tell us about installations or projects where they had used our products with great success. We were especially pleased with all the positive comments we got concerning our RDM implementation and our technical and project support".

