

# LITE Ltd, Philips, and LumenRadio color historical Tyne Bridge

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LITE Ltd, UK Distributor for Philips Solid State Lighting Solutions, has put a grand splash of color on the historical Tyne Bridge in Newcastle using Philips ColorReach PowerCore fixtures and LumenRadio's CRMX wireless lighting controls.

The people of Newcastle are very fond of their many bridges and the Tyne Bridge linking the city with the town of Gateshead across the river has been a favorite landmark since it was built in 1928. The bridge's Cornish granite towers are now lit in vivid colors that perfectly compliment the massive green steel work and the surrounding, mostly grayish, urban structures and buildings.

"A typical challenge with older structures is the lack of available wire ways for the control required to take full advantage of the features offered by color mixing LED fixtures. That problem was solved by integrating LumenRadio's CRMX wireless OEM modules into the Philips ColorReach PowerCore power supplies; eliminating the need for any control wiring", explains **Andrew Milestone** Sales Director at LITE Ltd. "Integrating the CRMX OEM modules was easy, the system worked out-of-the-box, and the reliability was rock solid. LumenRadio's CRMX wireless signal distribution is a true project enabler that we will use on a regular basis in a wide variety of applications."

"Reliable and efficient DMX and RDM distribution is a requirement for projects of this character. Our CRMX technology has proved that it delivers the level of performance required by today's major industry participants. Working closely with value added distributors such as LITE Ltd., representing a major brand like Philips, solidifies our position as the leading provider of wireless lighting control solutions. Many exciting products from leading manufacturers integrating our CRMX technology will be launched in 2011", promises **Hans Lau**, Director of OEM at LumenRadio.

For more information about **LITE Ltd**, **Philips SSLS** and **LumenRadio** please go to: [www.lite-ltd.co.uk](http://www.lite-ltd.co.uk), [www.colorkinetics.com](http://www.colorkinetics.com) and [www.lumenradio.com](http://www.lumenradio.com).

