

LumenRadio releases CRMX Nova Flex and CRMX Cognitive dual band at PLASA 2010 Gothenburg, Sweden, 9 September, 2010

LumenRadio, the wireless technology leader, is again redefining the state-of-the-art with the release of CRMX Nova Flex and CRMX 2.4/5.8 GHz Cognitive dual band at PLASA 2010.

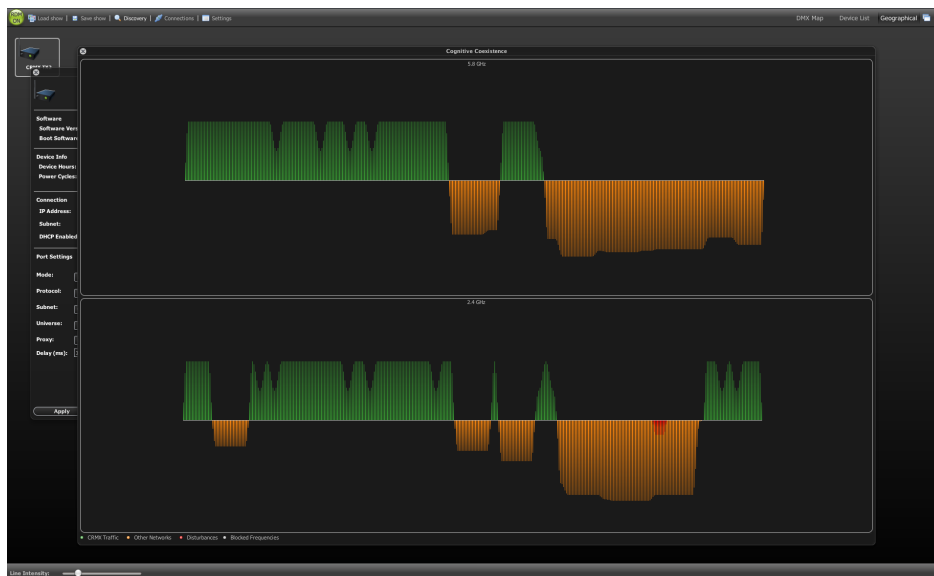
"CRMX Nova Flex is the Swiss Army Knife of wireless lighting control; user configurable as a transmitter or receiver and it receives, transmits, and converts all the protocols commonly used in today's entertainment and archtainment systems. We designed CRMX Nova Flex for the demanding lighting professional who wanted one configurable wireless product that can handle any application and environment. Initial customer response has been overwhelming, especially welcome has been the ability to support Ethernet protocols such as Streaming ACN, ETCNet, ShowNet and Art-Net", says **Anders Ardstål**, VP of Operations at LumenRadio.



CRMX Nova Flex is part of the award winning CRMX Nova product line with unique features like Automated Cognitive Coexistence, error correction, synchronization, fidelity, low latency and unparalleled RDM support.

Major CRMX Nova Flex innovations are;

- **Configurable.** Remote on-the-fly configuration as transmitter or receiver.
- **Any protocol to any protocol.** Receive, transmit, and translate any protocol.
- **Ethernet.** Streaming ACN (draft & final), Art-Net I & II, ETCNet 2 & 3, Strand ShowNet, and Pathport.
- **Dual band.** Optional 2.4 and 5.8 GHz dual band Automated Cognitive Coexistence.



"LumenRadio is also making CRMX 2.4/5.8 GHz Cognitive dual band available as an option across all CRMX product lines. Although 99% of our customers' needs are met by our standard single band 2.4 GHz CRMX Automated Cognitive Coexistence we decided to add optional dual band operation for those applications that require exceptional performance and reliability. The option comes in the form of a module that at any time can be added to any new or existing CRMX product", explains **Niclas Norlén**, CTO of LumenRadio.

LumenRadio is also releasing a new version of CRMX SuperNova, LumenRadio's free management software, with the following new features;

- **DMX/RDM/DALI/Ethernet controller** - A great tool for setup and test.
- **CRMX Cognitive dual band support** - Visualize and manage frequency use on both 2.4 GHz and 5.8 GHz.

"LumenRadio is proud to welcome several new distributors and OEM partners in conjunction with PLASA. OEM partnerships with **ROBE**, a leading moving lights and LED manufacturer and **Fagerhult**, one of Europe's largest architectural lighting manufacturers, validate our award winning CRMX technology. LumenRadio is the only manufacturer shipping products with Automated Cognitive Coexistence and other state-of-the art features that are crucial to reliable performance in demanding professional applications. We are experiencing strong growth and are presently hiring talented software and hardware engineers, as well as expanding our sales and support staff to meet the increased demand", elaborates **Per Hulthén**, CEO of LumenRadio.

LumenRadio is exhibiting at stand **1-F49** at PLASA 2010 and offers hands-on demonstrations of all CRMX Nova, CMRX Outdoor, and CRMX OEM products. In-depth training sessions for customers, distributor, and partners are also offered, to book your session contact sales@lumenradio.com.

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 or www.crmxnova.com.

