

## LUMENRADIO OFFICIALLY THE HOTTEST NEW COMPANY OF 2009

LumenRadio can officially claim the prestigious title: **HOTTEST NEW SWEDISH COMPANY OF 2009**. The company won first prize in the Venture Cup Business Plan Competition outclassing close to a thousand other competitors with its innovative technology and strong business idea. The jury's motivation can be summed up by their closing statement: *"This technology will replace and eliminate all previous solutions."*

LumenRadio develops next generation best-of-class wireless technology for the lighting industry. CRMX - LumenRadio's first product line for wireless light controls was released to wide acclaim at Prolight+Sound in April of 2009 and has since continued to enjoy tremendous interest from within the entertainment & architainment community, as well as from major players in the architectural lighting market.

"The response from customers and distributors in entertainment lighting has been above our wildest expectations. We've been flying around the globe for the last two months meeting with excited customers who have been frustrated with the problems of the present wireless control systems. With our release of wireless RDM in September we expect customer interest to skyrocket", says CEO Per Hulthén.

The basis for the tremendous interest in LumenRadio and the CRMX products is the new technical innovations that bring previously unseen reliability and robustness to wireless lighting controls.

"CRMX is groundbreaking as the first "smart" wireless light control in lighting industry. It features automated cognitive coexistence, meaning that the CRMX wireless devices scan all nearby wireless traffic and automatically adapt to never disturb or be disturbed by other wireless devices. CRMX utilizes advanced real-time error correction algorithms to repair data packets destroyed in the radio transmission providing 100% frame integrity even under the most difficult conditions. CRMX always works, it never interferes with other wireless traffic, and it sets itself up automatically", explains CTO Niclas Norlén.

Interest in LumenRadio's new CRMX technology has also spread to the broader lighting industry where the promise of reliable and affordable wireless control of energy efficient solid state lighting has created significant excitement among established lighting companies.

"CRMX offers the same robustness as cables, but with the convenience, flexibility and low installation costs of wireless. So naturally we've had strong interest from established lighting companies asking when we can have CRMX ready for everything from indoor lighting to street and road lighting. We are presently discussing some very promising partnerships", elaborates Eddie Smith who spearheads the move into architectural lighting for LumenRadio.

For more information about LumenRadio and CRMX, please go to [www.lumenradio.com](http://www.lumenradio.com) or [www.lumenradio.com/cn](http://www.lumenradio.com/cn) for the Chinese version. For more information about Venture Cup Business Plan Competition in English, please go to [www.venturecup.se/sw30769.asp](http://www.venturecup.se/sw30769.asp)

### ABOUT LUMENRADIO

LumenRadio was established in 2008 to develop the next generation best-of-class wireless technology for the lighting industry. The team includes pioneers of wireless lighting control who developed many of the market's current leading products. LumenRadio maintains offices in Gothenburg next to Chalmers University of Technology and development labs at Uddevalla Science Park. For more information see: [www.lumenradio.com](http://www.lumenradio.com)

### ABOUT VENTURE CUP

Venture Cup is a non-profit organization founded in Sweden in 1998 by McKinsey & Company. Venture Cup organizes a nationwide business plan competition, which has grown into the largest in the world of its kind. Almost 1.000 business ideas competed this year and almost 10.000 ideas have competed to date. The organization is supported by all major colleges and universities in Sweden and is operated in co-operation with the industry and public sector. For more information in English see: [www.venturecup.se/sw30769.asp](http://www.venturecup.se/sw30769.asp)

For photographs of the prize ceremony and products see below in low quality and attached in high quality:





