

Press Release

## **MADRIX 2.12 To Be Launched At Prolight+Sound 2011**

DRESDEN, Germany - April 02, 2011

MADRIX V2.12 is the latest update for the renowned LED lighting control software. Again, this is a free update for every user of MADRIX. The new MADRIX version 2.12 will be officially presented at Prolight+Sound 2011.

### **Let's get creative with the new DVI Patch.**

This feature will undoubtedly fuel the creativity of users worldwide. From now on, users can simply add rotation, flipping, and spacing to any DVI-based LED installation independently of the hardware controller. This is a substantial improvement over the current situation. Whereas DMX512 can be configured quite freely, DVI hardware controllers by themselves allowed only very static ways to position the DVI fixtures. In short, projects using the DVI signal can now be handled with the same ease that DMX fixtures offer. This all is achieved thanks to the new DVI Patch—an upgrade for the integrated MADRIX Patch, the advanced tool to address LED fixtures. Configuring the light matrix only takes a few steps and MADRIX will automatically map pixel by pixel according to the configuration.

### **Get untapped remote access with user-definable DMX-IN.**

MADRIX offers various possibilities of remote control. Two of which just have been widely improved for the user (DMX-IN and Art-Net Remote). Both are especially interesting to designers and technicians working with a lighting desk. It is now possible to create individual remote configurations and use up to 256 DMX-IN universes for the task. This frees users from pre-defined protocols and allows much more flexibility.

### **MADRIX @ Prolight+Sound 2011**

The MADRIX Team would like to invite everyone to the MADRIX booth A08 in hall 11.0 at Prolight+Sound 2011. Visitors can look forward to experience the new products live along with in-depth presentations and tutorials.

**About MADRIX**

The MADRIX<sup>®</sup> brand brings professional LED lighting control solutions based on innovative software and hardware to the lighting market.

MADRIX is a professional LED lighting controller. It is a powerful and intuitive Windows<sup>®</sup> software and at the same time centerpiece of the MADRIX range of products.

MADRIX supports a lot of well-known industry standards, such as DMX512, Art-Net II, Streaming ACN, DVI, EuroLite T9, ColourSmart Link, and the Philips Color Kinetics and Insta/ROBE protocols. The application supports pixel mapping and is both an effect generator and media server with outstanding capabilities to display unique real-time effects. MADRIX can be used alone, or along with any DMX/MIDI console or desk on the market.

Complementary MADRIX hardware reliably controls your LED installation via MADRIX. This provides a seamless integration of both software and hardware and high performance. MADRIX 2.12 is the latest and most powerful version of the software yet, while another brand new hardware interface, the MADRIX PLEXUS, will also be launched soon.

More information can be found online at <http://www.madrix.com>

**Press Contact**

Martin Dannenberg

inoage GmbH

info@madrix.com

+49 (0)351/482 056 30