

PRESS RELEASE



EnvironmentalLights.com Named Licensed Distributor of MADRIX® LED Lighting Control Solutions

International LED lighting control software and hardware developer, inoage, adds EnvironmentalLights.com as licensed distributor of their MADRIX-branded products for the professional lighting market.

EnvironmentalLights.com, a leading online retailer for high-quality, energy-efficient LED lighting systems, was recently named a licensed distributor of MADRIX LED lighting control solutions. With years of development and an international presence, MADRIX is known as the most powerful LED lighting control software on the market. In addition to the software, the company offers a variety of DMX controllers including the [MADRIX PLEXUS DMX controller](#). The PLEXUS DMX controller is packaged with the MADRIX software for a complete out-of-the-box solution for creating incredible lighting effects.



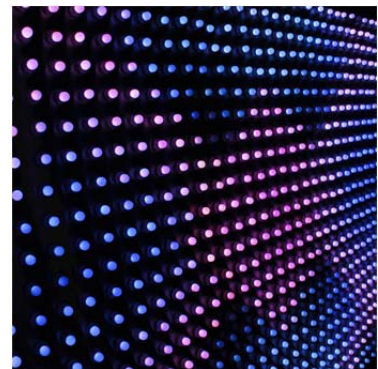
When paired with [RGB pixel control LED lighting](#) and decoders, lighting professionals have the perfect solution for designing large LED digital displays at concerts, nightclubs, film studios or architectural installations. EnvironmentalLights.com offers a full line of LED pixel control modules available in 7 configurations: square, bullet, circle, dome, mini dome, rectangle and strip light.

“The MADRIX PLEXUS is a revolutionary DMX controller,” explained Lauren Rueda, Product Engineer at EnvironmentalLights.com. “It enables the user to control two universes of lights – up to 340 pixels – and multiple PLEXUS devices can be combined together to create unlimited shows.”

Watch our YouTube video to learn about the PLEXUS controller and MADRIX software capabilities when paired with LED pixel control lighting. <http://www.youtube.com/watch?v=4cmS3dSeoYU>

Multi-Universe Control System

Individually each PLEXUS controller is capable of controlling two universes. However, multiple PLEXUS controllers can be connected to expand an installation to over a million DMX universes! This is possible because of the master-slave feature which allows the user to connect multiple devices and seamlessly synchronize large LED installations in stand-alone mode across all DMX universes.



Create incredible effects via DMX512 or Art-Net, and choose if you want to control the lighting live from your computer or pre-program custom scenes and store them in the PLEXUS controller for stand-alone mode. The PLEXUS controller is the first and only interface to offer stand-alone playback of MADRIX light shows and effects.

“For large scenes you can control the PLEXUS using Art-Net which transmits data over Ethernet rather than USB cables,” said Rueda. “If you’re operating in Art-Net mode you don’t have to worry about having everything connected to the computer you are controlling from, you just need to plug all the devices into your local area network.”

Art-Net is typically used to reduce wiring and allow flexibility of setup for large venues, such as stage concerts, sporting events, nightclubs or conventions.

PLEXUS Remote App

In addition to the multiple controller settings, there is a free [PLEXUS Remote App](#) available for the iPhone, iPod Touch or iPad. This App allows you to control the PLEXUS remotely, giving you wireless control of your scenes and brightness or speed settings.

EnvironmentalLights.com provides complimentary engineering and design assistance, along with the compatible parts needed to build a complete LED digital display, from the [LED modules](#) and controllers to the smallest accessories.

About Environmental Lights

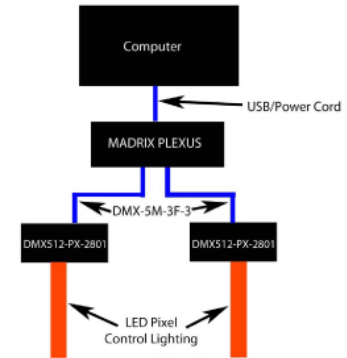
EnvironmentalLights.com is an industry leader in providing specialized LED lighting solutions for their business partners through expert engineering, superior products, and dependable service. Their in-house sales engineers provide complimentary advice in the selection and design of lighting systems, as well as technical support throughout the installation process.

They offer a broad spectrum of LED light bulbs, rope and strip light, under cabinet lighting systems, dimmers, controllers and necessary hardware for any lighting project. For more information visit www.EnvironmentalLights.com.

About inoage GmbH

inoage GmbH was founded by Christian Hertel, Sebastian Pinzer, and Sebastian Wissmann. The company behind the MADRIX brand is located with its main office in Dresden, Germany, and offers its products worldwide.

In the last years, inoage has established itself as a leading provider of LED lighting control solutions based on software and hardware in the professional lighting market. The company has a number of high-profile projects such as the MADRIX installation at the Baiyoke Tower II in Bangkok, Thailand, with over 36,240 DMX channels (80 DMX universes) and a lot of other stunning MADRIX installations in clubs and discos around the world. Learn more about MADRIX at www.madrix.com.



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