



## **Products & Prices**

**January 2012**

**EUR**



# Impressions



## MADRIX professional

Project:  
Ocean 's Ten

Location:  
Miami, Florida, USA

Installation:  
Audio Video Lightning Innovations Inc.  
[www.avlinnovations.com](http://www.avlinnovations.com)



## MADRIX dvi

Project:  
Caramel Club

Location:  
Kassel, Germany

Installation:  
DesignGroup  
[www.designgroup.eu](http://www.designgroup.eu)



## MADRIX start

Project:  
Bar

Location:  
Plovdiv, Bulgaria

Installation:  
ER.EM.LTD



## MADRIX – LED Lighting Control Solutions

The MADRIX brand brings innovative LED lighting control solutions based on software and hardware to the professional lighting market including club, stage, event, art, interior, and building illumination.

Products are designed with the user in mind. Our guiding principles are usability, simplicity, and efficiency.

First of all, MADRIX is the professional LED lighting controller for the creation of complex event lighting scenes and entire shows with matrix control. It is a powerful and intuitive Windows® software.

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

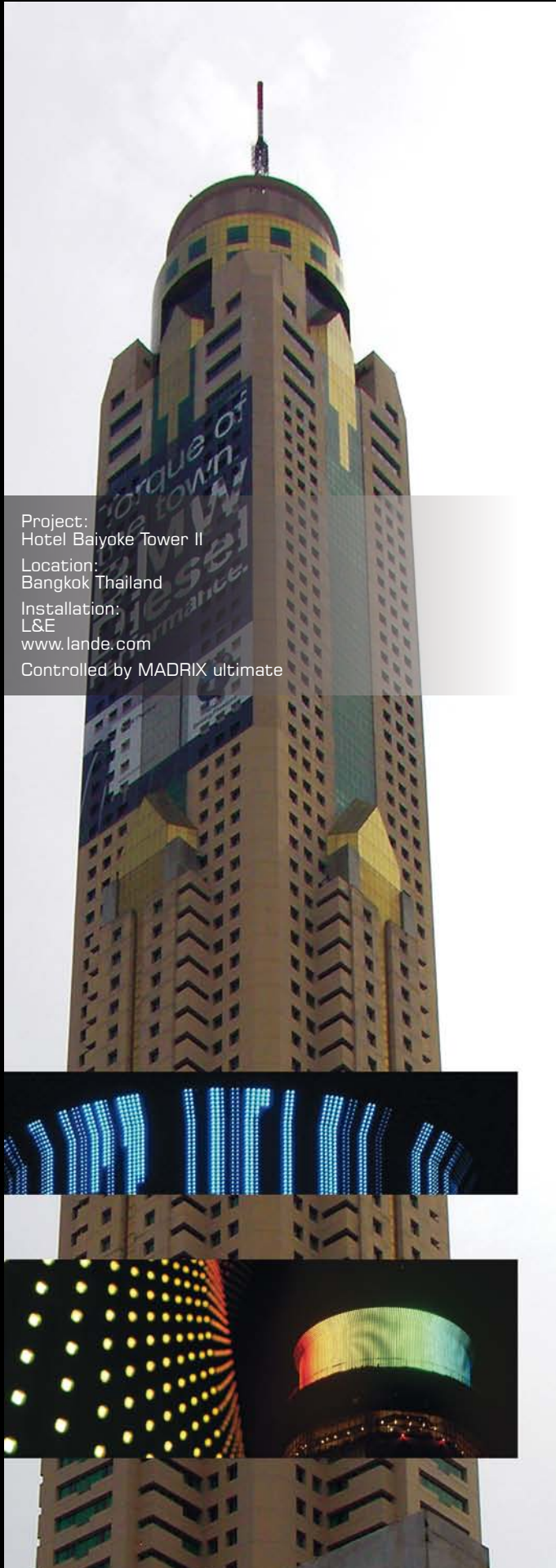
Complementary MADRIX hardware reliably controls your LED installation via MADRIX – the centerpiece of our intuitive products. This provides a seamless integration of both software and hardware, high performance, and ease of handling.

MADRIX - MUSIC MAKES THE LIGHT

## Index



Impressions .....	2
Editorial .....	3
Software .....	4
USBone .....	6
NEO .....	7
PLEXUS .....	8
Supported Interfaces .....	9
Product Overview .....	10
Price List .....	11



Project:  
Hotel Baiyoke Tower II  
Location:  
Bangkok Thailand  
Installation:  
L&E  
www.lande.com  
Controlled by MADRIX ultimate

# Software

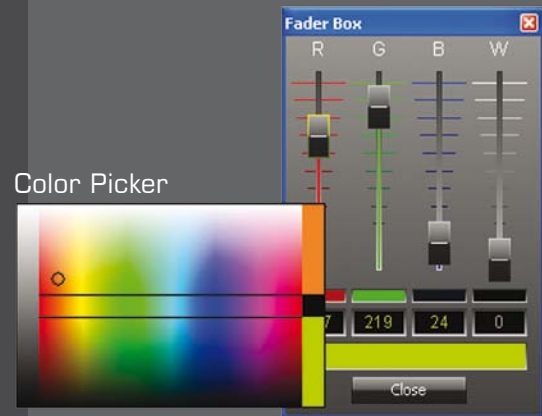
## The New Experience in Light Performances

MADRIX is a fresh experience in lighting control incorporating the latest technology for optimal use. This lighting control software beats most of the consoles available on the market and can be fully synchronized per DMX-IN, MIDI-IN, Art-Net Remote, Remote HTTP, and Touch Screen. With years of development, MADRIX is known as the most powerful LED lighting control software with slave control by use of any DMX controller via DMX-IN and up to 131,072 DMX channels.



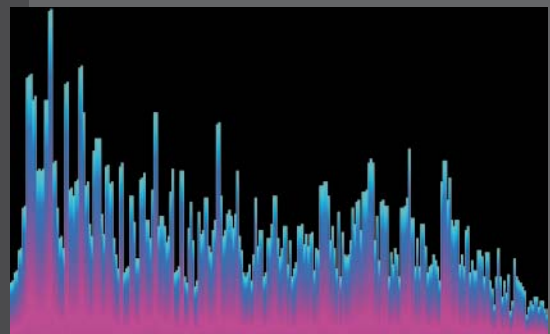
## Control Your Lights - Without Any Training

This application offers the perfect solution for clubs, DJs and VJs, bars, lounges, shows, stage performances, and conventions. The keywords for this comprehensive light control software are simple handling and an intuitive and easy to use graphical user interface. Moreover, two effect pipelines for programming effects as well as an output window will give you direct access to the light effects. MADRIX is an independent, stand-alone matrix controller with automatic recalculation of all effects in case of resizing the matrix size or selecting other lighting fixtures.



## Real-time Audio Analysis for Amazing Effects

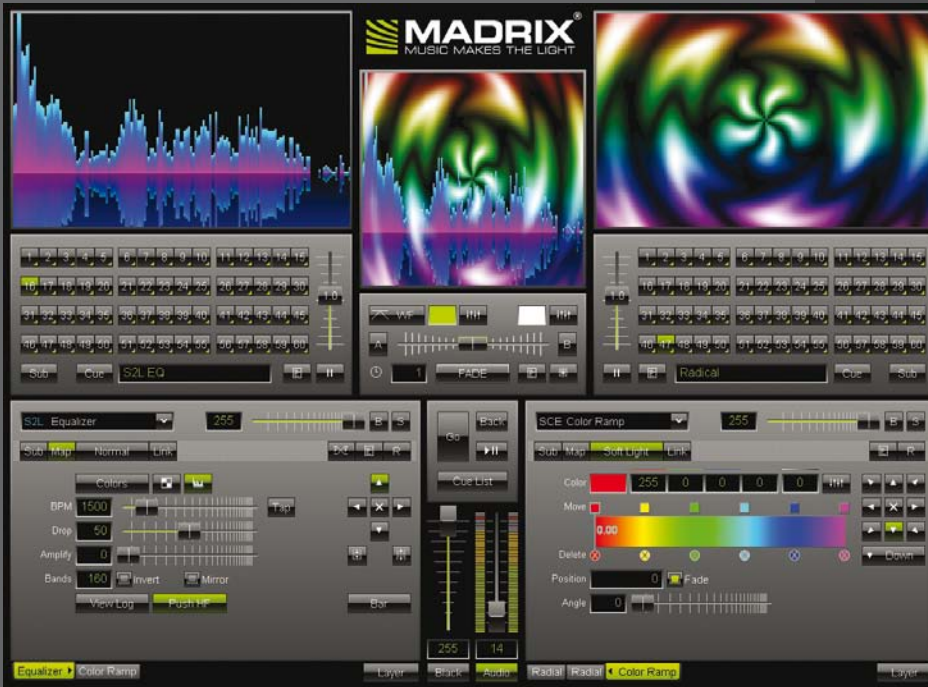
With a sound card and the unique Music2Light real-time effects, MADRIX creates a 100% synchronic light show. The software analyzes music in real time. In contrast to other light consoles or software solutions, the MADRIX light show runs automatically and synchronously to the music. You can use the digital sound processing based on WDM or ASIO with any audio source: audio-CD, record player, tape, MP3, WMA, microphone, etc.



## Highly Versatile Universal Output

MADRIX is well equipped and includes a broad range of industrial standards to set the industry standard in the LED lighting control software sector. Regarding DMX512, Art-Net, Art-Net II, Streaming ACN, Philips Color Kinetics, DVI, T9 and Insta & ROBE, MADRIX provides users with native support to easily address such products. The software delivers high quality output and easy access to simplify the process of working with your LED installation.





## Operating System:

- Microsoft® Windows® XP
- Microsoft® Windows® Vista
- Microsoft® Windows® 7
- Compatible with 32 bit and 64 bit

## Minimum System Requirements:

- 2.0 Ghz dual-core CPU
- 1024 MB RAM
- 500 MB free harddisk space
- 1024 x 768 screen resolution
- Sound card  
(for Sound2Light & Music2Light)
- USB 2.0
- Windows® XP requires SP2

You can download the software for free at [www.madrix.com](http://www.madrix.com)

## Usage:

- Effect generator
- Pixel mapper
- Media server
- For LJs, Vjs, and other lighting professionals

## Key Features:

- DMX512, Art-Net II, Streaming ACN, DVI and T9 output
- Support of the most well-known DMX512, Art-Net & Streaming ACN interfaces
- Native implementation of Philips Color Kinetics & Insta / ROBE protocols
- Up to 256 DMX universes (131,072 DMX channels)
- Large fixture library (also including 1-channel, RGB, and RGBW lights)
- Fixture Editor
- 2 effect pipelines
- 3 real-time previews (A, B, and Output)
- Cross-fade, white-fade, black-fade, color-fade
- Color Filter
- Cue List with time and date & MIDI Time Code (MTC) support
- Remote control via DMX-IN, Art-Net Remote, MIDI-IN, and Remote HTTP
- Integrated backup system
- Additional touch screen window
- Graphical mapping function
- Graphical patch editor
- Well-designed user interface & ergonomics
- User friendliness and ease of use

## Effect Features:

- Real-time effect processing
  - No additional content necessary
- 120 storage places for effects
- Automatic effect scaling
- Static light effects
  - Static color effects (SCE)
    - Video and live signal capturing
    - Bitmap and image animations
    - Scrolling text (ticker)
    - etc.
- Real-time audio analysis
  - WDM and ASIO support
  - Sound2Light effects (S2L)
    - 511-band equalizer
    - Stereo level meter
    - Frequency analysis
    - etc.
  - Music2Light effects (M2L)
    - The music controls the light
    - The mood of the music is represented
    - Using tone theoretical parameters like tonality, interval, and key
- Multilayer technology
- Over 20 different layer mix modes
- Powerful script engine & macro editor



ASIO is a registered trademark of Steinberg Media Technologies GmbH



One of the world's smallest  
USB-to-DMX or DMX-IN  
interfaces.

Made in Germany.

**EUR 160**  
( excluding VAT )

The USBone allows you to control 512 DMX channels using MADRIX.  
But an additional MADRIX KEY (i.e. a software license) is necessary.

**DMX-IN/OUT with 5-pin XLR NEUTRIK Port**

This device allows you to send or receive DMX data using 512 DMX channels. A gender changer with 5-pin male to 3-pin or 5-pin male is required for DMX-IN.

**USB 2.0 Standard**

The latest USB 2.0 standard is fully supported to allow for a higher maximum speed of 480Mbit/s.

**Power Over USB**

The interface is powered directly via the USB port and does not need an additional power supply.

**High Quality**

The USBone represents high quality made in Germany and is very reliable.

**Hot Swapping & Plug and Play**

Devices can be connected to and disconnected from the computer during use and without a reboot.

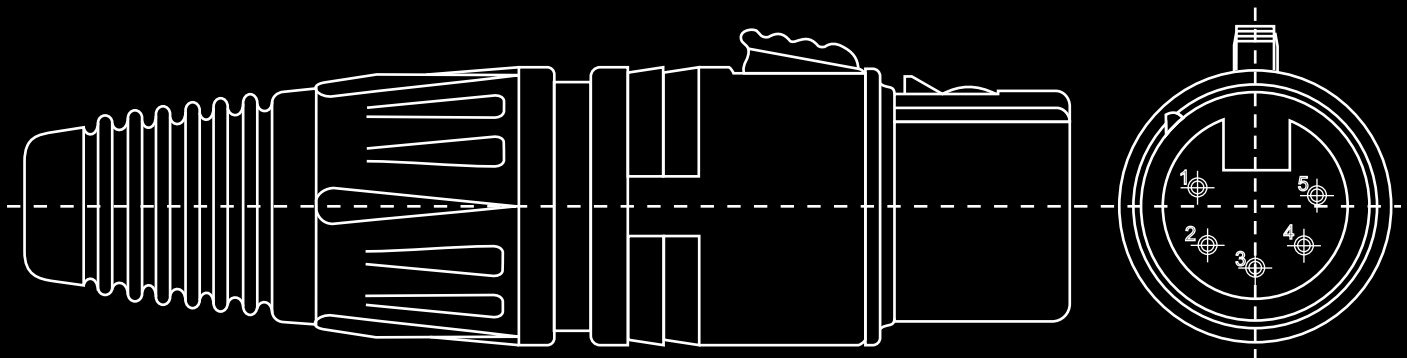
**Remote Control**

MADRIX can be controlled remotely using the implemented DMX-IN functions.

**Frame Rate Stability**

Up to 60 devices can be connected to a USB host controller without having any frame rate problems. (60 DMX512 interfaces amount to 30,720 DMX channels.)

Please connect every USBone to an active USB 2.0 port or use a USB 2.0 hub with a power supply.





**The NEO is a small, reliable, and easy to use DMX512 USB interface.**

The MADRIX software license for 512 DMX channels is already included.

Made in Germany.

**EUR 350**  
( excluding VAT )

The NEO makes it much easier to work with any DMX-based LED lighting installation thanks to its highly professional qualities and MADRIX.

### **DMX-IN/OUT with 5-pin NEUTRIK XLR Port**

The NEO allows you to send or receive data via MADRIX using 512 DMX channels. A gender changer with 5-pin male to 3-pin or 5-pin male is required for DMX-IN.

### **USB 2.0 Standard**

The latest USB 2.0 standard is fully supported to allow for a higher maximum speed of 480Mbit/s.

### **Power Over USB**

The interface is powered directly via the USB port and does not need an additional power supply.

### **High Quality**

Made from light but solid metal it features a robust enclosure and an eye-catching design.

### **Hot Swapping & Plug and Play**

Devices can be connected to and disconnected from the computer during use and without a reboot.

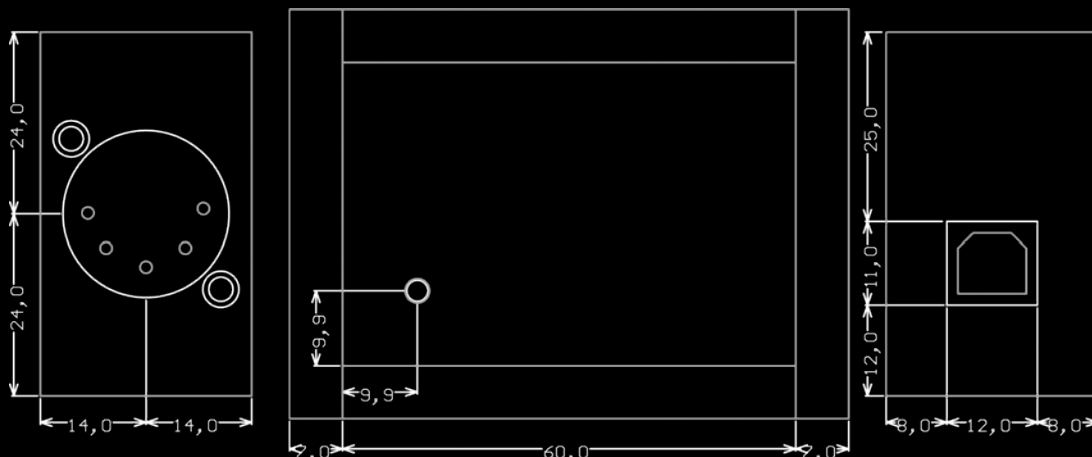
### **Remote Control**

MADRIX can be controlled remotely using the implemented DMX-IN functions.

### **Frame Rate Stability**

Up to 60 NEOs can be connected to a USB host controller without having any frame rate problems. (60 DMX512 interfaces amount to 30,720 DMX channels.)

Please connect every NEO to an active USB 2.0 port or use a USB 2.0 hub with a power supply.





**The PLEXUS is the next-generation live or stand-alone interface.**

The MADRIX software license for 1024 DMX channels is already included.

Made in Germany.

**EUR 900**  
( excluding VAT )

The PLEXUS controls up to 2 universes via DMX512 or Art-Net as a versatile stand-alone interface or live controller. It is the first and only interface to offer stand-alone playback of MADRIX light shows and effects.

#### **Live Mode**

Fully control 1024 DMX channels via MADRIX and use 2x DMX-OUT, 2x DMX-IN, 1x DMX-OUT and 1x DMX-IN, or Art-Net. The USB or the Ethernet connection can be used for live mode.

#### **Master-Slave Synchronization & Scalability**

Simply connect multiple devices at the same time. A master interface can be set up to synchronize the LED installation across all DMX universes.

#### **Extension Port**

A versatile 15-pin serial port offers enhanced connectivity towards external analog or digital devices and therefore maximum flexibility.

#### **Quality Design**

The precision aluminum enclosure, NEUTRIK plugs, and other excellent components ensure High Availability and reliability.

#### **USB 2.0 Standard**

Support of the USB 2.0 standard provides professional features such as Power over USB, Hot Swapping, and Plug and Play.

#### **Connectivity**

- 2x DMX-IN/OUT
- 1x RJ45 Ethernet Port
- 1x Extension Port
- 1x SD Card Slot
- 1x USB Port

#### **Stand-Alone Mode**

The built-in slot for SD or SDHC cards allows to run sophisticated light shows without the need for a computer. A MADRIX PC is only required to preprogram the shows.

#### **MADRIX Software Integration**

The PLEXUS hardware and the MADRIX software form a unique bundle. This powerful combination works directly out of the box.

#### **Event Scheduler**

Easily run automatic scenes off the SD card with the help of the internal clock and time-controlled shows.

#### **Innovative Handling**

The large backlit 3" LCD graphics display and 5 accessible control buttons make it really easy to manage and set up the device.

#### **Kensington Security Slot**

Secure each PLEXUS using the standard of portable security.

#### **Package Contents**

- MADRIX
- MADRIX PLEXUS
- 2 GB SD Card
- USB Power Supply, USB Cable
- And World Power Plug Adapters Kit

# Supported Interfaces



## DMX512

### MADRIX

- USBone
- NEO
- PLEXUS

### Daslight

- DVC2 512
- DVC2 ECO 512
- DVC2 Gold
- DVS 3D

### Digital Enlightenment

- USB-DMX Interface

### e:cue

- butler

### Elation

- Compu 1024EC
- Compu 2048FC
- Compu 2048FC+
- Compu Live

### ENTTEC

- Open DMX USB
- DMX USB Pro

### EUROLITE

- USB-DMX512

### GLP

- ion.control.one
- LSC 3002

### LTS

- DMX Transceiver V2.0

### MONACOR

- IMG Stage Line DMX-1USB
- IMG Stage Line DMX-510USB

### Nicolaudie - Sunlite

- SLESA
- SLMEV

### peperoni - light

- Rodin1
- Rodin2
- RodinT

## Art-Net

### MADRIX

- PLEXUS

### Acclaim Lighting

- X-NET 8

### ENTTEC

- DMXEtherGate MK2
- Datagate

### EUROLITE

- Node 8

### Luminex

- Ethernet-DMX2 Wall
- Ethernet-DMX2 Box
- Ethernet-DMX2 Wifi
- Ethernet-DMX8
- Ethernet-DMX8 Wifi
- Ethernet-DMX8 Truss



MADRIX  
USBone



Nicolaudie - Sunlite  
SLESA



ENTTEC  
DMX USB Pro



e:cue  
butler



GLP  
ion.control.one



ENTTEC  
DMXEtherGate MK2

**Device Manager**

DMX Devices | DVI Devices | DMX Input | Art-Net | MIDI Input | Audio Input | Visualizer

State	Name	Universe	OUT / IN	ms / FPS
off	ArtNet Remote (MADRIX) Port:0	1	in	30/33.3
on	MADRIX USBone #1	1	out	30/33.3
on	USBDMX-CABLE-IN #1	1	in	30/33.3
on	E:CUJE BUTLER (192.168.101.103) DMX-1	2	out	30/33.3
on	E:CUJE BUTLER (192.168.101.103) DMX-2	3	out	30/33.3
on	SLESA-IP (manual 2, 2.231.18.37) Port:0	4	out	30/33.3
on	USBDMX2 #1	5	out	30/33.3
on	ENTTEC - DMX USB PRO (#02058346)	6	out	30/33.3
on	Datagate (manual 3, 2.231.18.38) Port:0	7	out	30/33.3
on	Datagate (manual 3, 2.231.18.38) Port:1	8	out	30/33.3
on	Datagate (manual 3, 2.231.18.38) Port:2	9	out	30/33.3

Rescan For Devices | Highlight Device | Universes in use OUT: 9/256 IN: 0

**Device:** MADRIX USBone #1  
Revision: 0508

**Settings:**  
 Enable  
 Output   
 Input   
 Universe: 1  
 Frame time (ms): 30  
 Frames/s: 33.3  
 Configure Device

Ok | Apply | Cancel | Help

# Product Overview

Features:	NEO	PLEXUS	KEY start	KEY dvi start	KEY basic	KEY dvi	KEY professional	KEY ultimate
DMX512 Interface included	✓	✓						
Stand-Alone Device		✓						
Upgradeable (via MADRIX KEY)			✓	✓	✓	✓	✓	
DMX512 Output	1x*	2x*	1x*		16x*		64x*	256x*
DMX Channels	512*	1024*	512*		8,192*		32,768*	131,072*
Art-Net, Streaming ACN Output	✓	✓	✓		✓		✓	✓
Philips Color Kinetics Output	✓	✓	✓		✓		✓	✓
Insta / ROBE Output	✓	✓	✓		✓		✓	✓
DVI, T9 Output				512 pixels <sup>°</sup>		307,200 pixels <sup>°</sup>	786,432 pixels <sup>°</sup>	1,310,720 pixels <sup>°</sup>
MIDI Time Code (Receive)							✓	✓
Audio DSP (Sound2Light & Music2Light)	✓	✓	✓	✓	✓	✓	✓	✓
Remote Control (DMX, Art-Net, MIDI, HTTP)	✓	✓	✓	✓	✓	✓	✓	✓

All MADRIX versions include an installation CD-ROM, a software protection dongle (the MADRIX KEY), and an English user guide. MADRIX KEY start, dvi start, basic, dvi, and professional may be upgraded at any time because of the software protection dongle. It simply needs to be updated. Moreover, several MADRIX KEYS can be used with one computer. The product features will add up and their combined possibilities will be offered. Often, this will mean that the available DMX output increases. For instance, MADRIX NEO and MADRIX KEY start used together would offer 2x DMX512 output. You can also connect multiple MADRIX NEO, MADRIX PLEXUS, or USBone interfaces.

\* DMX: The limit for DMX output is set by the number of DMX channels. In this way, it is possible to use more DMX universes than indicated by the MADRIX version if necessary (by using less than 512 DMX channels per universe).

<sup>°</sup> DVI: Stretching and scaling to higher resolutions is possible. 512 pixels are 32x16 for example. 307,200 pixels are 640x480 for example. 786,432 pixels are 1024x768 for example. 1,310,720 pixels are 1280x1024 for example. Please pay attention to other factors, such as hardware limitations.



The MADRIX KEY is our USB software protection dongle!

# Retail Price List



	Order Number	Product	Retail Price
1	IA-SOFT-001013	MADRIX KEY start V2.x 1 x 512 DMX channels	EUR 300
2	IA-SOFT-001024	MADRIX KEY dvi start V2.x 512 DVI pixels	EUR 300
3	IA-SOFT-001001	MADRIX KEY basic V2.x 16 x 512 DMX channels	EUR 1,000
4	IA-SOFT-001012	MADRIX KEY dvi V2.x 307,200 DVI pixels	EUR 1,000
5	IA-SOFT-001002	MADRIX KEY professional V2.x 64 x 512 DMX channels and 786,432 DVI pixels	EUR 2,000
6	IA-SOFT-001008	MADRIX KEY ultimate V2.x 256 x 512 DMX channels and 1,310,720 DVI pixels	EUR 4,000
7	IA-SOFT-001017	Upgrade: start → basic 1 x 512 DMX channels → 16 x 512 DMX channels	EUR 700
8	IA-SOFT-001016	Upgrade: start → dvi 1 x 512 DMX channels → 307,200 DVI pixels	EUR 700
9	IA-SOFT-001027	Upgrade: dvi start → basic 512 DVI pixels → 16 x 512 DMX channels	EUR 700
10	IA-SOFT-001026	Upgrade: dvi start → dvi 512 DVI pixels → 307,200 DVI pixels	EUR 700
11	IA-SOFT-001010	Upgrade: basic → professional 16 x 512 DMX channels → 64 x 512 DMX channels and 786,432 DVI pixels	EUR 1,000
12	IA-SOFT-001015	Upgrade: dvi → professional 307,200 DVI pixels → 64 x 512 DMX channels and 786,432 DVI pixels	EUR 1,000
13	IA-SOFT-001014	Upgrade: professional → ultimate 64 x 512 DMX channels and 786,432 DVI pixels → 256 x 512 DMX channels and 1,310,720 DVI pixels	EUR 2,000
14	IA-DMX-001005	MADRIX PLEXUS (incl. MADRIX software license) USB 2.0 DMX512 interface, 2 x 512 DMX channels IN/OUT, Live/Stand-Alone	EUR 900
15	IA-DMX-001003	MADRIX NEO (incl. MADRIX software license) USB 2.0 DMX512 interface, 1 x 512 DMX channels IN/OUT	EUR 350
16	IA-DMX-001001	MADRIX USBone USB 2.0 DMX512 interface, 1 x 512 DMX channels IN/OUT	EUR 160
17	IA-DMX-001002	MADRIX Gender Changer XLR 5-Pin Male to 5-Pin Male	EUR 20
18	IA-DMX-001007	MADRIX PLEXUS Wall Mount Set including 4 brackets and 4 Torx T10 screws	EUR 30

- Prices exclude VAT, customs, excise dues, and shipping.
- The MADRIX KEY may be upgraded several times. Upgrades are possible at any time.
- You can download the MADRIX software for free at [www.madrax.com](http://www.madrax.com)

Dealer

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inoage GmbH  
Fetscherplatz 5  
01307 Dresden  
GERMANY

<http://www.madrix.com> - [info@madrix.com](mailto:info@madrix.com)  
Phone +49 351 482 056 30  
Fax +49 351 482 056 31