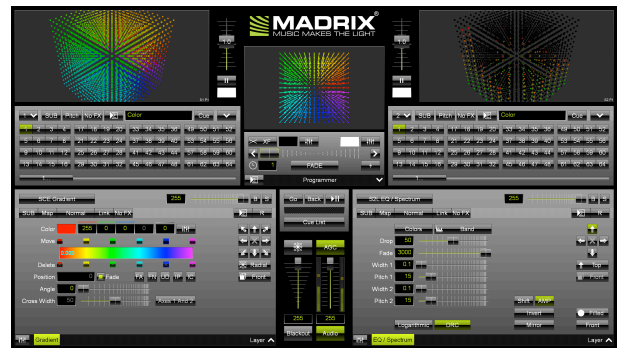


November 17, 2014

MADRIX® 3.3

A new update is now available for MADRIX®, named Live Design Product Of The Year 2013-2014 (Lighting Software/Control).

Version 3.3 provides substantial improvements in all areas – from workflow, usability, and performance to a large number of enhanced or entirely new features. MADRIX® has always put very powerful but easy-to-use control solutions into the hands of users worldwide. With the new update, operators can work even faster and even more productively.



Highlights of the new version include two new MADRIX® Effects, SCE Clouds and SCE Noise. As always, these can quickly be customized and combined in order to create the visuals that you want to achieve in your lighting design. The popular MADRIX® Effect SCE Wave / Radial now provides a performance boost of up to 500% on average. The Colorlight 5A control protocol is natively supported allowing for a quick and easy integration of compatible lighting fixtures. Map settings for individual 2D pixel mapping and 3D voxel mapping can now simply be copied between Storage Places and a Color Filter has been added for each effect pipeline, Storage Left and Storage Right. MADRIX® 3.3 also includes a much improved overall language support and Chinese as new language choice for the MADRIX® user interface and Fixture Editor. In addition, the new version includes many enhancements for complementary hardware products, such as MADRIX® PLEXUS and MADRIX® LUNA.

MADRIX® 3.3 is a free update and highly recommended for all users. The download is available from www.madrix.com

MADRIX® KEY entry / MADRIX® KEY dvi entry

Two new software licenses are introduced together with MADRIX® 3.3. MADRIX® KEY entry will offer DMX-based output of up to 2,048 DMX channels, i.e. 4 DMX universes. MADRIX® KEY dvi entry offers DVI-based output for up to 4,096 DVI pixels. Both products complete the current range of licenses to better provide for the different requirements of each project.

LDI 2014

MADRIX® 3.3 will officially be presented at LDI 2014. Please join the teams of Inner Circle Distribution and inoage®/MADRIX® in Las Vegas on LDI booth #1415 to learn all about the new updates and products.

About MADRIX®

The MADRIX® brand brings powerful yet easy-to-use 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® software and at the same time centerpiece of the MADRIX® product range. MADRIX® supports a lot of well-known industry standards, such as DMX512, Art-Net, Streaming ACN, DVI, Eurolite T9, ColourSmart Link, Colorlight 5A, and the Philips Color Kinetics (KiNET) and Insta/ROBE protocols. The application supports pixel mapping and voxel mapping. It is both an real-time effect generator and media server with outstanding capabilities to display unique effects and visuals. 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 as well as high performance.



MADRIX® 3 has been named Product Of The Year 2013-2014 by Live Design in the category Lighting: Software/Control.

More information is available online at www.madrix.com

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Booth #1415