

## **Introducing MADRIX<sup>®</sup> 2.8 at Prolight + Sound 2010**

### **LED Lighting Control Solutions**

The MADRIX brand brings professional lighting control solutions based on innovative software and hardware to the lighting market.

### **The New MADRIX 2.8**

MADRIX 2.8 will be officially launched at Prolight + Sound 2010. The upcoming version of the LED control software includes plenty of brand new features.

Two fresh and creative effects called "SCE Metaballs" and "SCE Drops" as well as the much-improved Sound2Light effect "S2L Equalizer" extend the possibilities to amaze every audience. In addition, reorganizing effects by using drag & drop is now easily possible.

Combining effects was greatly enhanced by adding new features to layers, such as Copy, Paste, and Insert. This represents the professional and reliable performance of MADRIX combined with its ease of use.

The Patch was completely rebuilt and is as user-friendly and fast as never before. And it now offers an advanced range of functions. Moreover, the DMX Watcher and the DMX Fader Tool—two very useful tools—highly increase productivity and simplify working with LED installations.

MADRIX 2.8 also improves hardware compatibility. The latest version of the software now includes the EuroLite T9 protocol. The implementation provides an uncomplicated way to control the DVI-based LED fixtures of the EuroLite brand of Steinigke Showtechnic GmbH.

But there is a lot more. Curious users are invited to test the software in demo mode. The MADRIX team will be happy to receive feedback and new suggestions on the spot (Hall 11.0, D44) or in the online forum.

### **MADRIX – LED Control Software**

MADRIX is a professional LED lighting controller. It is a reliable, user-friendly, and feature-rich Windows<sup>®</sup> software and the centerpiece of the MADRIX product range.

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

## Highly Versatile Universal Output

### Supported DMX512 Interfaces

MADRIX: USBone, NEO  
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  
GLP: ion.control.one, LSC 3002  
LTS: DMX Transceiver V2.0  
Nicolaudie-Sunlite: SLESA, SLESA-IP1, SLMEV  
Soundlight: 1514PCI, 2514PCI, 2512A, USBDMX2, USBDMX1-LC, USBDMX-IN, SLESA-IP  
peperoni-light: Rodin1, Rodin2, RodinT

### Supported Art-Net Interfaces

Acclaim Lighting: X-NET-8  
ENTTEC: DMXEtherGate Mk2, Datagate  
Luminex: Ethernet-DMX2 Wall, Ethernet-DMX2 Box, Ethernet-DMX2 Wifi, Ethernet-DMX8, Ethernet-DMX8 Wifi, Ethernet-DMX8 Truss

## About the Company

inoage trade GbR was founded by Christian Hertel, Sebastian Pinzer, and Sebastian Wissmann. The company is located with its main office in Dresden, Germany, and offers its products worldwide.

In the last years, the firm has established itself as a leading provider of LED lighting control solutions based on software and hardware in the professional lighting market. The LED lighting sector being a relatively new market segment, inoage trade seized the opportunity to launch a concept especially custom-designed for the users' needs.

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, that is 80 DMX universes, and a lot of other stunning MADRIX installations in clubs and discos around the world. MADRIX is designed with the user in mind. It just works.

## More Information

**prolight+sound**

**Hall 11.0 - D44**

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