

October 14, 2016

#### **MADRIX At LDI Show 2016**

### LDI New Product: MADRIX 3.7

LDI will offer a first look at MADRIX 3.7. The upcoming update for the LED lighting software controller out of Germany will include a large number of diverse improvements for every user. Some of the highlights are:

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Version 3.7 will not only introduce a brand-new MADRIX

Effect, SCE Rotating Shapes, but also a completely new effect category. These TRI Effects are based on established effects but triggered manually by the user through trigger ports, which can be DMX-IN or MIDI input. Instead of using the FX engine or Sound2Light as source, the user himself can initiate when a visual is created on the LEDs. That adds a whole new level of interactivity.

To add to the media server features, the audio track of video files can now be played back; including volume control. A range of new graphical filters adds to the many VJ options.

Patching fixtures has been improved with three distinctive new features. It is now possible to quickly export or print the list of patched fixtures including their DMX address. Moreover, you can now load a background image to place fixtures according to drawings you have created for your project. And last but not least, you can now import fixture data from many third-party applications, such as all industry-common visualizers, via the widely used CSV file format. It is now easily possible to bring large sets of data into MADRIX that are already available based on your lighting design tools.

#### LDI New Product: MADRIX NEBULA And MADRIX STELLA

MADRIX NEBULA and MADRIX STELLA are two hardware interfaces that are specifically designed for solid-state LED projects. MADRIX STELLA allows a direct connection to DMX fixtures to control 2 DMX universes. MADRIX NEBULA provides new possibilities thanks to its direct connection to a wide range of digital LED strips, stripes, and tape based on SPI chipsets, such as the WS28XX series and 22 more. Up to 1,360 RGB pixels can be controlled per device. The hardware design makes mounting on walls or DIN rails quick and easy. Control data is simply received over USB or computer network via the Art-Net industry standard. Thanks to quality 'Made in Germany', they both also feature the MADRIX synchronization mode in order to synchronize colors, visuals, and effects. This results in an optimal image without visual interruptions on the LEDs. Any small or large LED installation greatly benefits from these and many more features.



# LDI Show 2016

We would like to invite you to join Inner Circle Distribution and inoage at LDI Show 2016 on booth #2315 for hands-on presentations and to learn more about MADRIX NEBULA, MADRIX STELLA, and MADRIX 3.7.

## **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<sup>®</sup> software and at the same time centerpiece of the MADRIX range of control products. MADRIX supports a lot of well-known industry standards, such as DMX512, Art-Net, Streaming ACN/E1.31, DVI, Eurolite T9, ColourSmart Link, Colorlight T9, Colorlight A8, Colorlight 5A, the Insta/ROBE protocols, Philips Color Kinetics (KiNET), and Philips Hue. The application supports pixel mapping and voxel mapping in all three planes – X, Y, and Z. It is an real-time effect generator, VJ software, and media server with outstanding capabilities to display unique effects and visuals. MADRIX can be used alone or integrated into extensive lighting setups via remote control and Art-Net Remote, CITP, DMX-IN, MA-Net, MIDI-IN, Streaming ACN, Remote HTTP, and Time Code. 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.

For more information, visit <u>www.madrix.com</u>

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Booth #2315