

For Immediate Release

January 24, 2022

LuxConex And MADRIX Announce Close Collaboration

Lighting manufacturer LuxConex and lighting-control developer MADRIX have announced a close partnership that will provide clients with turnkey solutions for their architectural lighting projects.

LuxConex, with headquarters in Singapore, focuses on providing the best lighting solutions for illumination, decoration, and design. The pixelated SPI-controlled SR Contour Light family is completely dot-free, with superior uniformity and seamless illumination. These top-of-the line flexible LED strip luminaires are available in various sizes and bending directions.

MADRIX offers powerful yet easy-to-use products for creative LED lighting control, made in Germany. Across the globe, architectural and entertainment installations are brought to life thanks to trailblazing pixel mapping in 2D and 3D provided by the company's software and hardware solutions.

"LuxConex is pleased to announce this new collaboration with MADRIX. Their control system allows us to deploy very large projects, managing up to 1,000,000 channels with a single power software. Extremely fast refresh rates and the ability to control up to 84 m of our SR Contour Light family series on a single controller are only some of the advantages. We can now provide a very robust and cost-effective solution to our clients.

As both companies share the same business philosophy of providing clients with the highest quality and performance products, collaborating with one of the world's leading control systems from Germany also signifies LuxConex's next stage of growth plans", says Steven Kwek, founder and managing director of LuxConex.

Upon their initial contact in April 2020, both companies quickly saw the potential to supply LuxConex clients with ready-made, preprogrammed, and fully tested lighting systems that are easy to implement. Offering a complete solution is a vital aspect of serving today's customers and the powerful yet simple MADRIX ecosystem helps LuxConex achieve that for their DMX-based and SPI-based LED products.

"We started training the LuxConex team last year and we are now looking forward to their first major projects, which already have been confirmed. Steven and his team have shown a strong commitment to MADRIX. It is a pleasure to work with such a talented group and we were impressed by their professional attitude towards clients", says Christian Hertel, MADRIX Sales Manager.

Video Link: <https://www.youtube.com/watch?v=B77ZXCrsGNM>

Visit LuxConex online at www.luxconex.com

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About LuxConex®

LuxConex, an international lighting manufacturer headquartered in Singapore, focuses on serving architects and lighting designers around the world. Lighting has great impact on daily activity, optimal lighting boosts productivity, enhances the mood and makes the tasks at hand more enjoyable. Lighting design is both creative and technical, a merge of art and science. LuxConex illuminate connections by bringing the most refined, novel, and reliable lighting solutions to the market. LuxConex owns two brands: SR represents luminaires and SRP includes LED drivers and electronic components.

For more information, visit www.luxconex.com

LinkedIn www.linkedin.com/company/LUXCONEX

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About MADRIX®

Benefit from years of experience and industry knowledge. inoage® develops lighting software since 2005. Our dedicated team created the award-winning controller MADRIX® 5. We are located in the beautiful city of Dresden. MADRIX® is all about powerful yet simple products for creative LED lighting. This includes compelling tools for lighting management, monitoring, and control. We are proud to put our newest innovation into your hands. MADRIX® products are proudly designed, engineered, and made in Germany. We are creating high-quality products for you that are easy to use and reliable. Innovative features will bring you the best results. And opting for such highly manageable products means that you can drastically reduce on-site support; and thus your time and costs.

For more information, visit www.madrix.com

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