

# NEWS

For Immediate Release

## **Luxium Lighting Premieres Four New Products at LDI 2019**

PORTLAND, OR, November 1, 2019. Luxium Lighting announces the release of four new products ready for viewing at booth #2620 during LDI2019 in Las Vegas, NV.

To address unmet customer needs, Luxium is introducing these new lighting and control products based on extensive feedback from users that has driven advances in lighting system technology for improved beam qualities, high energy efficiency and easier installations.

First. As a first-of-a-kind LED retrofit module the PRIMO-PR60 is designed to make it possible for lighting directors and technicians to use an economical retrofit kit to transition away from obsolete incandescent bulbs used in large PAR fixtures. The PR60 is a 100W RGLBW LED module for PAR64/56 fixtures with DMX and Bluetooth control, wide-gamut and calibrated CCT whites plus full-range dimming and brightness to replace 1000W bulbs.

Second. As an extension to the patented line of ZOBO retrofit PAR30 lamps the new blended-beam ZQ40 is ready for installation in fixtures, ceiling cans and track systems. After many trials and lots of input from customers this new ZOBO version outputs a homogenized beam with a full range of colors and calibrated hi-CRI whites. It has just the right mix of RGLBW LEDs, beam blending optics and power efficiency improvements for replacing 100W halogen floodlight bulbs. The result is a new level of flicker-free performance from zero to 1500 lumens using just 24W of power. For ease of installation and operation the new ZQ40 comes with options for wireless DMX and Bluetooth control.

Third. Reaching a new level of brightness with blended beam optics is the new TRIUMPH-TR80 that uses an exclusive mix of quad-chip and separate RGLBW LEDs for a wide-gamut, color-adjustable blended beam. This all aluminum fixture is only 4" in diameter but has more than 4500 lumens of brightness in a narrow wash beam that is equivalent to a 300W incandescent floodlight bulb while using less than 75W of power. With wired or wireless DMX control this light will easily integrate into existing lighting systems. With a small form factor and low weight, it's great as a wash light when hanging from a lighting batten or on a track or when up-lighting. The TR80 has many uses on the stage and at events in retail or hospitality places or as part of a grand architectural lighting system.

From the perspective of one of our customers who helped evaluate these new lights in real-world conditions we heard this conclusion "these lights are really powerful and produce smooth transitions with colors that are rich and spectacular!"

Fourth. Luxium has improved the convenience of wireless controls for lights. Now it's easier to install and operate DMX light shows, by means of the new Showcast™ TRX1 and TRW1 transceiver hubs for wireless DMX lights. These unique DMX control hubs include three distinct ways for users to run a light show. First, in a new approach for wireless DMX lights the TRX1 and TRW1 can be commandeered with a Bluetooth app called TRIXY, allowing users to create lighting scenes and sequences and run them without wires or consoles. Next, the Showcast hub acts as a stand-alone DMX generator so users can create, save and automatically runs pre-programed sequences, simple or complex. The created shows will play back over a wireless DMX link to an unlimited number of lights. Finally, the Showcast hub can connect to a wired DMX console and broadcast wireless DMX signals to groups of linked lights. The TRX1 uses the Luxium-exclusive wireless called ZMX while the TRW1 is configured to use W-DMX technology from Wireless Solutions. Now users have a choice of simple options for running shows or setting the mood, with the easy to use Showcast 'DMX hub'.

See the new products from Luxium at LDI2019 or send a message to [info@luxiumlighting.com](mailto:info@luxiumlighting.com) to learn more and arrange a demo.

### **About Luxium**

For lighting designers, event producers, and architects who are seeking beautiful and smart LED lighting systems that are truly easy to deploy and use, Luxium is the smartest solution. Whether the need is for colorful venues, enhanced mobile entertainment, or exquisite house lights to improve the audience experience, Luxium is advancing the state of the art in color-adjustable lighting for places where high-quality and human-centric illumination with precision control is crucial. Unlike traditional lighting fixture providers, Luxium is intent on developing versatile and high-performance luminaires anyone can use. The designs are compact, efficient, and optimized to meet the needs of each application with attention to useful innovations that incorporate the best technology and features for many different places. All Luxium lights are designed and produced in Oregon, USA.

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