

For Immediate Release

MADRIX Appoints Hi-Tech Audio & Image As A Distributor For India

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MADRIX, the German developer and manufacturer of LED lighting-control solutions, has announced a new partnership in India.

Across the globe, architectural and entertainment installations have been brought to life since 2005 thanks to trailblazing pixel mapping in 2D and 3D made possible by the company's software and hardware solutions.

"We have always experienced the booming Indian LED-lighting market firsthand at PALM Expo and saw an enormous interest in our products; especially this year. A trend that has only continued in this fast-growing country and it is important that we serve our local customers with the right products and fast delivery times. By partnering with Hi-Tech Audio & Image, we are making sure that we are reaching more customers to supply them with the control hardware and software they want for their projects thanks to LED fixtures that are getting more and more affordable", explains Christian Hertel, Business Development at MADRIX.



The MADRIX product range offers powerful yet simple solutions for all kinds of creative LED installations by easily mapping each individual pixel to achieve smooth visuals and eye-catching effects alike.

"We are very delighted to be associated with MADRIX as distributor in India. The cutting-edge technology of MADRIX is awe-inspiring and reliable for users. Christian Hertel and his team were very supportive during PALM Expo 2023, Mumbai. MADRIX is creating high-quality products backed by high-end engineering to achieve pixel-perfect results. Thus, we are geared up to explore limitless opportunities with MADRIX", says Rajan Gupta, CEO & Founder of Hi-Tech Audio & Image LLP.

Hi-Tech have a lot of experience in distributing professional systems for audio, video, and lighting. They are already representing the best lighting brands, including MA Lighting, Clay Paky, ETC, ADJ, and Luminex. MADRIX was the next natural choice for clubs, residential projects, and the growing facade market.

"MADRIX products are appreciated by lighting designers worldwide. For us, it's an honor to be associated with such a highly acclaimed brand who has revolutionized the professional lighting industry. We trust the expertise of MADRIX and look forward to achieving new milestones", says Managing Director Nirdosh Aggarwal.

"As head of the lighting department at Hi-Tech, I am very keen to learn all about MADRIX products. The symbiosis of hardware and software offered by the team from Germany is phenomenal. Thanks to this new partnership, we plan to offer flawless lighting solutions to our clients", adds Yash Gupta, Vice President Sales & Marketing, Hi-Tech Audio & Image LLP.

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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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