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## **NEWS RELEASE**

### **Down-Lynx wins The PLASA 2001 Product Excellence Award!**

Artistic Licence (UK) Ltd was awarded the Product Excellence Award at PLASA 2001. The winning product, Down-Lynx, is the key to an entire new range of Ethernet products. The range is based on the public domain Ethernet standard Art-Net. Art-Net was originally developed as a 'stop-gap' solution whilst the industry awaited the release of ESTA's Advanced Control Network Protocol (ACN). Customer demand and multi-vendor support has changed Art-Net into a recognised standard. Art-Net is now supported by Artistic Licence, ADB, MA Lighting, Goddard Design Co, Doug Fleenor Design with many more in development.

The new range of products is dedicated to converting DMX512-A, to and from Art-Net Ethernet. This allows the use of inexpensive Cat5 cable for both installation and touring work. It also provides the added benefit of allowing off-the-shelf IT industry equipment to be used in Entertainment Technology. This includes the ability to use Radio Ethernet connections. Artistic Licence is demonstrating the use of Radio Ethernet distribution on Stand G24.

A Key feature of this new technology is the ability to upload revised firmware, remotely to all products. This protects the customers' investment in the knowledge that future advances will not render their installation obsolete.

The new range includes the Down-Link & Up-Link wall panel mounting units for both USA and UK mounting standards. Net-Link provides a desk mount interface. DMX-Workshop is a new Art-Net network administration software package and is available free of charge from [ArtisticLicence.com](http://ArtisticLicence.com)

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[www.ArtisticLicence.com](http://www.ArtisticLicence.com)

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