MADRIX
SUCCESS STORY

MARTIN FRITZSCHE
MARKETING MANAGER

INOAGE®

MADRIX
LIGHTING CONTROL

ABOUT INOAGE

inoage established itself as a leading provider of LED lighting control solutions in the professional lighting market with the MADRIX brand since 2005. Especially the MADRIX Software is seen by many as the industry standard for LED pixel control for easy and creative 2D pixel mapping as well as 3D voxel mapping. It is the preferred lighting tool of choice for industry professionals, lighting designers, operators, VJs, and enthusiasts all around the world. Combined with accompanying hardware products, it is a proven and innovative LED control solution. MADRIX products can be found worldwide in the most diverse projects ranging from clubs and concerts to commercial spaces and architectural installations with everything in-between related to LED lighting. Although based out of Germany, the focus has always been fully international and so the software started in English only.

THE CHALLENGE

ATL wasn't the first company we approached with a sample project, but it was the one that delivered what we were looking for. We are proud to offer products 'Made in Germany' and certainly aspire to always deliver the high quality that is inherently expected from it. ATL gracefully handled all the jargon and technical language that is used in our professional lighting software. When you receive back a translation that is even better than the text that was provided, you know you are onto something. For us, this meant going back to the drawing board first. We knew we had to improve our base texts and make it a coherent whole. Thanks to its success, the software was growing quickly and a lot of features had been added over time. This was also a good preparation for the cooperation with ATL as it helped us realize that over 20,000 words would needed to be translated eventually. In the end, the product would not only be more accessible to more people, but would be better in general because of it.

THE SOLUTION

We are truly grateful to have received many comments from customers over the years telling us how easy it is to use the software. At the same time, we knew that the language can pose a major barrier for many people and that we would continue to exclude them if we wouldn't change the situation. It was clear that we could serve them better. We started with a market that is very different to ours when it comes to culture and language: China. The country, where the majority of LED technology is built, was not only the main supplier for the rest of the world, but started developing its own markets and we definitively saw an increased interest in our products as well. We were happy to be able to draw from the experience and knowledge of ATL to choose the language that was most suitable out of the many Chinese varieties, which was Simplified Chinese. Later, we added French as well as mainland Spanish as third and fourth language option with the help of ATL. They have always provided great service in everything they did. They even pointed out ways on how to improve base texts for localization in order to improve the translated results and as such the product itself.

THE RESULTS

Thanks to the many tools available to ATL, we were quickly able to establish a workflow with them. We were not only able to use the data system we had chosen for our software development, but could also make sure that our regular software updates and consequent language updates could be handled efficiently. Whenever they saw a chance to improve the workflow between our teams, they made suggestions themselves or were completely open to them. In this way, we smoothly added these three major languages and managed a number of software updates for all of these since the beginning of the cooperation. We are working in an industry in which you basically only ever hear from a customer if there is a problem. If you don't hear from them, you are quite safe to assume that everything is alright. We regularly see customers switch to the different languages in the software, but the fact that no one complained to us until now speaks for itself.