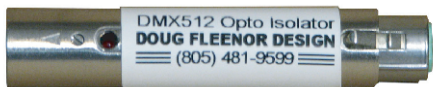


A Brief History of Doug Fleenor Design

Doug Fleenor Design started in 1990 with two products:



The Inline Opto-Isolator isolated the console from damaging voltages that could appear on the DMX cable due to equipment failure or electrical storms.



The DMX to AMX converter allowed users to purchase new DMX512 lighting consoles without having to replace their AMX192 dimming systems.

Both of these products are still in production.

Initially, Doug Fleenor did not envision his company becoming the premier manufacturer of DMX512 distribution and interface products that it is today. The company was started as a design firm to help other companies incorporate DMX512 into their own products. But as DMX512 evolved, many of his clients needed

solutions that no one was making: distribution products, interfaces to control non-DMX devices from their console, simple go/no-go test gear, small controllers, etc.



Mr. Fleenor's line of isolation products started with a custom project for the World Expo in Spain. Held on Cartuja Island, one of the lighting displays was to be controlled from across the river. The DMX512 signal had to run more than a mile and across a bridge. The control side was on one power grid

and the display was on a separate power system. Mr. Fleenor designed and built two sixteen channel isolation amplifiers for the project.



The first isolated splitter was designed for a Super Bowl half time show. The limited setup time precluded connecting the DMX controlled searchlights in a daisy chain fashion. The isolated splitter allowed pre-wiring the searchlights to cable reels that could be pulled individually onto the field during the short commercial break.

While troubleshooting a DMX system in Korea, Doug learned the benefit of a simple test device that showed if the DMX signal was making it to the end of the run. The DMX Line Tester was born. Nothing more than two LEDs and two resistors encased in an XLR shell, the Line Tester won Product of the Year in 1993.



Simple switch closures are used for such things as triggering fog machines and advancing slide projectors (yes slide projectors were still common in the 90's). Doug Fleenor designed a DMX to switch closure box for a major theme park which used six DMX channels to control six open/close mechanical relays. The contacts for those relays were brought out on XLR connectors. The board was designed to slide into the same chassis as the Fleenor splitters. Mr. Fleenor's designs regularly use interchangeable parts/enclosures/software which allow Doug Fleenor Design to make new or unique products in short time.



Sometimes Mr. Fleenor builds a product just because he can. The single channel control console was not in response to any customer demand, he just wanted to do it. Named the Apathy (opposite of the Obsession) it is small, has a retro look, controls one channel, and is simple to operate. The console has found its way into a number of high profile jobs.

Although the Apathy was 'just for fun', it demonstrated that there is a market for small, simple sources of DMX512. One day Milton Davis (who joined DFD in 2001) was reading about a new microprocessor that could store vast amounts of data in non-volatile memory. In his previous work, Mr. Davis had always wanted a small DMX device that could capture DMX looks and play them back on demand. This processor was perfect! The *Preset 10* was the result of Mr. Davis's passion (and hard work). It won Product of the Year at LDI'03.



No list of Doug Fleenor Design accomplishments would be complete without mentioning the DMX controlled coffee pot. To show the breadth of items that can be controlled by DFD interfaces, Mr. Fleenor incorporated a DMX relay board into a coffee pot. The popularity of this stunt encouraged him to find other gadgets to control via DMX. Thus was born the tradition of the Gag Product. Each year at the LDI trade show, Doug Fleenor Design introduces a DMX product that is fully functional but of questionable need. These products include the DMX Shock Collar, DMX Foot Massager, DMX-A-Sketch, DMXerciser, and DMX Glockenspiel.



For more information, contact Doug Fleenor Design at (888) 4-DMX512 or visit their website at www.dfd.com.