

End-User License Agreement

KeyBeam Studio Laser Control Software

Last Updated: 2026-07-14

PLEASE READ THIS END-USER LICENSE AGREEMENT ("AGREEMENT" OR "EULA") CAREFULLY BEFORE USING KEYBEAM STUDIO. BY CLICKING "I ACCEPT," CREATING AN ACCOUNT, ACTIVATING A LICENSE KEY, OR OTHERWISE INSTALLING OR USING THE SOFTWARE, YOU ("YOU" OR "USER") AGREE TO BE BOUND BY THE TERMS OF THIS AGREEMENT. IF YOU DO NOT AGREE, DO NOT INSTALL, ACTIVATE, OR USE THE SOFTWARE.

This Agreement is a legally binding contract between You and:

Echoframe Media LLC, a Colorado limited liability company 8335 Fairmount Drive, Unit 1-104 Denver, Colorado, USA

("Echoframe," "we," "us," or "our")

1. Definitions

1.1 **"Software"** means the KeyBeam Studio laser control application, including all components, modules, user interfaces, fixture profiles, documentation, and any updates, patches, or upgrades provided by Echoframe.

1.2 **"License Key"** means the unique activation credential issued by Echoframe that enables You to access and operate the Software under a specific License Type.

1.3 **"License Type"** means the category of license You have purchased or activated, as described in Section 3.

1.4 **"DMX"** or **"DMX512"** means the ANSI E1.11 (USITT DMX512-A) digital communication standard used to control stage lighting and effects.

1.5 **"Art-Net"** means the Ethernet-based communication protocol for the transmission of DMX512 lighting control data over IP networks.

1.6 **"Blackout Command"** means a DMX output signal transmitted by the Software that instructs a connected laser projector to cease all laser emission and output.

1.7 **"Compatible Hardware"** means any laser projector or DMX-controlled device that is listed by Echoframe as supported or compatible with the Software.

1.8 **"Account"** means the user account You create through Echoframe's systems to manage Your license, access downloads, and receive support.

2. License Grant

2.1 Grant. Subject to Your compliance with this Agreement and payment of applicable fees, Echoframe grants You a limited, non-exclusive, non-transferable, non-sublicensable, revocable license to install and use the Software on devices You own or control, solely for Your personal or internal business use in controlling laser projection and lighting equipment via DMX512 and Art-Net protocols.

2.2 Scope. This license permits You to:

- (i) install the Software on a reasonable number of devices consistent with Your License Type;
- (ii) use the Software to generate and transmit DMX control signals to Compatible Hardware; and
- (iii) access updates and support as provided under Your License Type.

2.3 Reservation of Rights. All rights not expressly granted in this Agreement are reserved by Echoframe. This Agreement does not grant You any ownership interest in the Software.

3. License Types and Pricing

3.1 Free Trial. Echoframe offers a three (3) day full-feature free trial of the Software. The trial begins upon first activation and expires automatically. No payment information is required for the trial. Upon expiration, You must purchase a Subscription License or Lifetime License to continue using the Software.

3.2 Subscription License. A monthly subscription license is available for \$9.99 USD per month. The Subscription License provides access to the Software and all updates for the duration of the active subscription. The subscription renews automatically each month until cancelled. Upon cancellation or non-payment, the Software will cease to function at the end of the then-current billing period.

3.3 Lifetime License. A one-time purchase license is available for \$99.00 USD. The Lifetime License grants perpetual use of the version of the Software available at the time of purchase, plus one (1) year of updates from the date of activation. After the one-year update period, You may continue to use the last version received, but will not receive further updates unless You purchase an update extension or new license.

3.4 Pricing Changes. Echoframe reserves the right to modify pricing for future purchases upon reasonable notice. Price changes do not affect existing Lifetime Licenses. Subscription pricing changes take effect at the start of the next billing cycle following notice.

4. Account and Activation

4.1 Account Required. You must create an Account and activate a valid License Key to use the Software beyond the free trial.

4.2 Accurate Information. You agree to provide accurate, current, and complete information when creating Your Account and to keep that information updated.

4.3 Account Security. You are responsible for maintaining the confidentiality of Your Account credentials and License Key. You are responsible for all activity that occurs under Your Account.

4.4 One User. Each License Key is issued to a single User. You may not share, sell, transfer, or distribute Your License Key to any other person or entity.

4.5 Activation Server. The Software requires periodic communication with Echoframe's activation servers to validate Your License Key. The Software may not function if it cannot connect to the activation server. Echoframe shall use commercially reasonable efforts to maintain server availability but does not guarantee uninterrupted access.

5. Intellectual Property

5.1 Echoframe Ownership. Echoframe retains sole and exclusive ownership of the Software and all related intellectual property, including without limitation: source code, object code, algorithms, fixture profiles, user interfaces, channel maps, DMX output configurations, trademarks, trade names, copyrights, trade secrets, activation and licensing systems, update infrastructure, documentation, and all current and future versions, modifications, and derivative works.

5.2 No Transfer. This Agreement does not transfer any ownership, title, or proprietary interest in the Software or any Echoframe intellectual property to You. Your rights are limited to the license granted in Section 2.

5.3 Feedback. Any suggestions, ideas, enhancement requests, or other feedback You provide regarding the Software become the sole property of Echoframe without any obligation or compensation to You.

6. Restrictions

6.1 Prohibited Conduct. You shall not, and shall not permit any third party to:

(i) copy, reproduce, or distribute the Software or any portion thereof, except as expressly permitted by this Agreement;

(ii) modify, adapt, alter, translate, or create derivative works based on the Software;

(iii) reverse engineer, decompile, disassemble, or otherwise attempt to derive the source code, underlying algorithms, or structure of the Software;

(iv) rent, lease, lend, sell, sublicense, transfer, or otherwise make the Software available to any third party;

(v) remove, alter, or obscure any proprietary notices, labels, watermarks, or branding contained in or on the Software;

- (vi) circumvent, disable, or interfere with any license key validation, activation, copy protection, or other technological measure implemented in the Software;
 - (vii) use the Software to develop a competing product or service;
 - (viii) use the Software for any unlawful purpose or in violation of any applicable law or regulation;
 - (ix) host, mirror, or distribute Software installation files, updates, or License Keys through any unauthorized channel; or
 - (x) use automated tools, scripts, or bots to interact with Echoframe's activation servers, download systems, or licensing infrastructure in any unauthorized manner.
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7. Updates and Support

7.1 Updates. Echoframe may release updates, patches, bug fixes, and new versions of the Software from time to time. Your access to updates depends on Your License Type as described in Section 3.

7.2 No Obligation. Echoframe is not obligated to release any specific update, feature, or fix, or to maintain backward compatibility with any version of the Software.

7.3 Support. Echoframe provides licensing support, activation assistance, and general Software support. Support is provided at Echoframe's discretion and does not include hardware troubleshooting, network configuration, or third-party product support.

8. Hardware Compatibility

8.1 Compatible Hardware. The Software is designed to control laser projectors and lighting equipment via DMX512 and Art-Net protocols. Echoframe publishes a list of Compatible Hardware that has been tested and verified to work with the Software.

8.2 No Hardware Warranty. Echoframe does not manufacture, sell, or control any hardware. Echoframe makes no representation or warranty regarding the performance, safety, quality, or reliability of any laser projector, Art-Net-to-DMX converter, or other hardware used in connection with the Software, whether or not such hardware is listed as Compatible Hardware.

8.3 Third-Party Hardware. Use of the Software with hardware not listed as Compatible Hardware is at Your sole risk. Echoframe is not responsible for any damage, malfunction, or incompatibility resulting from such use.

9. Safety and Laser Equipment

9.1 Laser Safety Is Your Responsibility. Laser projection equipment is inherently dangerous and can cause serious injury including permanent eye damage, skin burns, and fire. YOU ACKNOWLEDGE THAT THE USE OF LASER EQUIPMENT IN CONNECTION WITH THE SOFTWARE IS ENTIRELY AT YOUR OWN RISK.

9.2 Blackout Command. The Software includes a Blackout Command feature that transmits a DMX signal instructing a connected laser projector to cease all laser emission. Echoframe's responsibility is limited to transmitting the correct signal. ECHOFRAME DOES NOT AND CANNOT GUARANTEE THAT ANY LASER PROJECTOR WILL RECEIVE, PROCESS, OR EXECUTE THE BLACKOUT COMMAND OR ANY OTHER SAFETY SIGNAL. You must not rely solely on the Software's Blackout Command as a safety mechanism.

9.3 Independent Safety Measures. You are solely responsible for implementing independent safety measures, including but not limited to physical beam blocks, emergency stop systems, safety interlocks, audience scanning protection, and any other precautions required by applicable law, industry standards, or prudent practice.

9.4 No Echoframe Liability for Laser Incidents. Echoframe shall have no liability for any personal injury, property damage, fire, or any other harm arising from the use or misuse of laser equipment in connection with the Software, whether caused by hardware failure, signal failure, user error, or any other cause.

10. Regulatory Compliance and Permits

10.1 Your Responsibility. The operation of laser equipment may require permits, licenses, variances, or other regulatory approvals in Your jurisdiction, including without limitation CDRH variance requirements, local entertainment permits, fire safety inspections, and venue-specific approvals.

10.2 Sole Obligation. YOU ARE SOLELY RESPONSIBLE FOR DETERMINING AND OBTAINING ALL PERMITS, LICENSES, AND REGULATORY APPROVALS REQUIRED FOR THE OPERATION OF LASER EQUIPMENT IN YOUR JURISDICTION. Echoframe does not provide regulatory guidance and makes no representation regarding the legal requirements applicable to Your use of laser equipment.

10.3 No Echoframe Liability. Echoframe shall have no liability arising from Your failure to obtain required permits, comply with applicable regulations, or operate laser equipment in accordance with applicable safety standards.

11. Remote Deactivation and Revocation

11.1 Right to Deactivate. Echoframe reserves the right to remotely deactivate or revoke Your License Key, without prior notice, upon the occurrence of any of the following:

- (i) breach of any term of this Agreement;
- (ii) unauthorized redistribution, sharing, or transfer of the Software or Your License Key;
- (iii) reverse engineering, decompilation, or any attempt to derive the source code of the Software;

- (iv) circumvention or attempted circumvention of any copy protection, license validation, or activation measure;
- (v) use of the Software for any unlawful purpose;
- (vi) non-payment of Subscription License fees; or
- (vii) any activity that Echoframe reasonably determines constitutes piracy, fraud, or a threat to the integrity of the Software or its licensing systems.

11.2 Effect of Deactivation. Upon deactivation, the Software will cease to function and Your License Key will be invalidated. Echoframe is not obligated to restore access following a deactivation under this Section.

11.3 No Liability. Echoframe shall not be liable to You or any third party for any damages, losses, or claims arising from a lawful deactivation or revocation under this Section 11.

11.4 Refunds. Deactivation for cause under this Section does not entitle You to a refund of any fees previously paid.

12. Data Collection and Privacy

12.1 Data We Collect. The Software may collect and transmit to Echoframe certain data, including but not limited to: license key validation data, activation status, Software version, operating system information, general usage analytics, and error reports.

12.2 No Personal Data from DMX Output. The Software's primary function is generating DMX control signals. Echoframe does not collect or monitor the content of DMX signals transmitted by the Software to connected hardware.

12.3 Use of Data. Echoframe uses collected data for license validation, Software improvement, support, security, and enforcement of this Agreement.

12.4 Privacy Policy. Echoframe's collection and use of personal information is governed by the Echoframe Privacy Policy, available at <https://keybeam.studio/privacy>. By using the Software, You consent to the data practices described in the Privacy Policy.

13. Third-Party Components

13.1 Third-Party Software. The Software may include or rely upon third-party libraries, frameworks, or components. Such components are subject to their own license terms, which are made available within the Software or its documentation. Echoframe's warranty and liability obligations under this Agreement do not extend to third-party components.

14. Warranty Disclaimer

THE SOFTWARE IS PROVIDED "AS IS" AND "AS AVAILABLE." ECHOFRAME DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, NON-INFRINGEMENT, AND ACCURACY. ECHOFRAME DOES NOT WARRANT THAT THE SOFTWARE WILL BE UNINTERRUPTED, ERROR-FREE, SECURE, OR FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS. ECHOFRAME DOES NOT WARRANT THAT THE SOFTWARE WILL MEET YOUR REQUIREMENTS OR THAT ANY RESULTS OBTAINED FROM THE SOFTWARE WILL BE ACCURATE OR RELIABLE. NO ADVICE OR INFORMATION, WHETHER ORAL OR WRITTEN, OBTAINED FROM ECHOFRAME SHALL CREATE ANY WARRANTY NOT EXPRESSLY STATED IN THIS AGREEMENT. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OF CERTAIN WARRANTIES, SO SOME OF THE ABOVE EXCLUSIONS MAY NOT APPLY TO YOU.

15. Limitation of Liability

15.1 Exclusion of Damages. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, ECHOFRAME SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, OR EXEMPLARY DAMAGES, INCLUDING WITHOUT LIMITATION: LOST PROFITS, LOST REVENUE, LOSS OF DATA, COST OF SUBSTITUTE GOODS OR SERVICES, PERSONAL INJURY, PROPERTY DAMAGE, BUSINESS INTERRUPTION, OR EQUIPMENT DAMAGE, ARISING OUT OF OR RELATED TO THIS AGREEMENT OR YOUR USE OF THE SOFTWARE, REGARDLESS OF THE THEORY OF LIABILITY AND EVEN IF ECHOFRAME HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

15.2 Aggregate Cap. ECHOFRAME'S TOTAL AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THIS AGREEMENT SHALL NOT EXCEED THE TOTAL FEES ACTUALLY PAID BY YOU TO ECHOFRAME FOR THE SOFTWARE DURING THE TWELVE (12) MONTHS IMMEDIATELY PRECEDING THE EVENT GIVING RISE TO THE CLAIM.

15.3 Essential Basis. YOU ACKNOWLEDGE THAT THE LIMITATIONS IN THIS SECTION 15 ARE AN ESSENTIAL BASIS OF THE BARGAIN BETWEEN YOU AND ECHOFRAME AND THAT ECHOFRAME WOULD NOT PROVIDE THE SOFTWARE WITHOUT THESE LIMITATIONS.

15.4 Jurisdictional Limitations. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OR LIMITATION OF CERTAIN DAMAGES, SO SOME OF THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU. IN SUCH JURISDICTIONS, ECHOFRAME'S LIABILITY SHALL BE LIMITED TO THE GREATEST EXTENT PERMITTED BY LAW.

16. Indemnification

You agree to indemnify, defend, and hold harmless Echoframe and its members, managers, officers, employees, contractors, and agents from and against any and all claims, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or related to:

- (i) Your use or misuse of the Software;
 - (ii) Your breach of this Agreement;
 - (iii) Your operation of laser equipment in connection with the Software, including any personal injury, property damage, fire, or regulatory violation;
 - (iv) Your failure to obtain required permits, licenses, or regulatory approvals; and
 - (v) any claim by a third party arising from Your use of the Software or laser equipment.
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17. Term and Termination

17.1 Term. This Agreement is effective upon Your acceptance (by clicking "I Accept," activating a License Key, or installing the Software) and remains in effect until terminated.

17.2 Termination by You. You may terminate this Agreement at any time by ceasing all use of the Software, uninstalling it from all devices, and destroying all copies in Your possession. For Subscription Licenses, You must also cancel Your subscription through Your Account.

17.3 Termination by Echoframe. Echoframe may terminate this Agreement and Your license immediately, with or without notice, if You breach any term of this Agreement, or if Echoframe discontinues the Software.

17.4 Effect of Termination. Upon termination:

- (i) Your license to use the Software immediately ceases;
 - (ii) You must immediately uninstall the Software from all devices and destroy all copies;
 - (iii) Your License Key will be deactivated; and
 - (iv) Sections 5, 6, 9, 10, 11, 12, 14, 15, 16, 18, 19, and 20 shall survive termination.
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18. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of Colorado, without regard to its conflict of law principles.

19. Dispute Resolution

19.1 Informal Resolution. Before initiating any formal proceeding, You agree to contact Echoframe and attempt to resolve the dispute informally for a period of thirty (30) days.

19.2 Arbitration. Any dispute arising out of or relating to this Agreement that cannot be resolved informally shall be finally resolved by binding arbitration administered by the American Arbitration Association (AAA) under its Consumer Arbitration Rules. The arbitration shall take place in Denver,

Colorado, USA. The arbitrator's decision shall be final and binding, and judgment on the award may be entered in any court of competent jurisdiction.

19.3 Class Action Waiver. YOU AND ECHOFRAME AGREE THAT EACH MAY BRING CLAIMS AGAINST THE OTHER ONLY IN YOUR OR ITS INDIVIDUAL CAPACITY AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS, CONSOLIDATED, OR REPRESENTATIVE ACTION. The arbitrator may not consolidate more than one person's claims.

19.4 Small Claims. Notwithstanding the foregoing, either party may bring a claim in small claims court if the claim falls within that court's jurisdiction.

19.5 Injunctive Relief. Echoframe may seek injunctive or other equitable relief in any court of competent jurisdiction to prevent irreparable harm, including unauthorized distribution, intellectual property infringement, or circumvention of licensing protections.

20. General Provisions

20.1 Entire Agreement. This Agreement constitutes the entire agreement between You and Echoframe with respect to the Software and supersedes all prior or contemporaneous understandings.

20.2 Amendments. Echoframe may update this Agreement from time to time by posting a revised version. Your continued use of the Software after the effective date of a revised Agreement constitutes acceptance of the updated terms. Material changes will be communicated through the Software or by email to the address associated with Your Account.

20.3 Severability. If any provision of this Agreement is held invalid or unenforceable, the remaining provisions shall continue in full force and effect.

20.4 Waiver. Echoframe's failure to enforce any provision of this Agreement shall not constitute a waiver of the right to enforce that or any other provision in the future.

20.5 Assignment. You may not assign or transfer this Agreement or Your license without Echoframe's prior written consent. Echoframe may assign this Agreement freely.

20.6 Contact. For questions about this Agreement or the Software, contact Echoframe at:

Echoframe Media LLC 8335 Fairmount Drive, Unit 1-104 Denver, Colorado, USA Email: licenses@keybeam.studio