

For Immediate Release

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## Analog Way exhibits at NAB 2012 - Booth #C12027 -

**March 2012 - Analog Way, a leading designer and manufacturer of presentation switchers and image converters, is pleased to exhibit at NAB 2012. Analog Way will demonstrate a selection of its powerful solutions in booth #C12027, from April 16 to 19, in Las Vegas, NV, USA.**

### > Eikos: Multi-Layer Hi-Resolution Mixer, Matrix Scaler, Seamless Switcher with 4 Scalers

**Awarded “Most InAVative Commercial Video Processing or Distribution Product” at ISE and “Best Video Signal Processing or Distribution Product/Matrix Switching” at InfoComm 2011**

Eikos (Ref.EKS500) is a Multi-Layer Mixer Scaler Seamless Switcher offering up to 12 inputs including 4 fitted with SDI and 2 fitted with DVI-D. Eikos offers 3 operating modes: Multi-Layer Mixer, 12 by 2 Seamless Native Matrix and QuadraVision modes.

In Multi-Layer Mixer mode, Eikos can display up to 6 layers: 3 Live Sources, 1 Frame and 2 Logos. Up to 2 PIPs can be displayed on a live background, or 3 PIPs on a still background. Live layers can be customized by the user. New effects are also available and can be combined during transitions. Eikos offers a classic preview as well as a Still Mosaic Full Preview function.

Eikos also offers a 12x2 scaled native matrix with true seamless switching. In this mode, up to 2 PIPs can be added on a still background and a mirror function is available.

In QuadraVision mode, Eikos allows the display of 4 computer or video sources on the main output. A Video Output card provides SD or HDTV formats in various signals from Composite Video to HD SDI. Eikos also comes in a Light Edition, Eikos LE (Ref.EKS400).

### > Smart MatriX: High-End Scaled Native Matrix

Smart MatriX (Ref.SMX200) is a powerful Scaled Matrix with Native Hi-Resolution Output equipped with 4 Scalers. It offers up to 12 inputs including 4 fitted with SDI and 2 fitted with DVI-D. With state of the art 100% digital processing, Smart MatriX outputs Digital and Analog Signals in DVI and VGA (RGBHV) simultaneously with a selection of many formats from HDTV to Computer 2K. Smart MatriX offers a 12x2 Scaled Native Matrix mode with true seamless switching. In addition, Smart MatriX offers PIP features: up to 2 PIPs can be displayed on a still background on each output, or 1 PIP on a still background still giving access to seamless effects during transitions. A PIP layer can also be used as a title effect over a live background. PIPs can be customized by the user with various attributes and a mirror function is available.

A Video Output card provides SD or HDTV formats in various signals from Composite Video to HD SDI. Smart MatriX also comes in a Light Edition, Smart MatriX LE (Ref.SMX100).

### > Pulse: Multi-Layer Hi-Resolution Mixer Seamless Switcher with 2 Scalers

Pulse (Ref.PLS300) is a Multi-Layer Mixer Scaler Seamless Switcher with Full High Resolution Digital processing. This high-grade and easy-to-use solution is particularly adapted to large screen projections, conference rooms and Houses Of Worship.

Pulse offers 10 direct inputs including 2 fitted with digital DVI and 2 fitted with SDI. In Mixer mode, Pulse can display 2 Live Sources. Live layers can be customized



with various attributes (borders, movements, zoom, cut, fade, wipe or slide). Pulse offers many Live effects including Keying and PIP animation. Integrated Audio Stereo switcher features 8 inputs (6 analog and 2 from embedded SDI) and 1 output.

#### **> Axion2: High End Remote Controller – New features!**

Axion2 (Ref.ARC200) is a powerful Remote Controller specifically designed for live events and multi-screen venues. Axion2 is compatible with Analog Way's new generation of Seamless Switchers. The machines can be controlled either as stand-alone processors or in combination, including Soft Edge Blending configurations. Axion2 can control up to 6 independent screen configurations in different locations (single display or multiple projectors in Soft Edge Blended mode) and store up to 90 presets per screen configuration. A Sequences mode allows the creation of up to 9 sequences per screen configuration. Axion2 offers useful features to easily program and control a show in a live environment (off-line programming, Snap button, Toggle Preset...). Axion2 was recently upgraded with 14 new key features. These improvements include the automatic display of IP addresses and all the connected devices on the screen's setup page.

#### **> RK-300: Remote Keypad**

RK-300 (Ref.RK-300) is an intuitive user-friendly Remote Control Keypad designed to control Analog Way's new multi-scaler Seamless Switchers: Eikos, Eikos LE, OPS300, OPS200, Pulse, Pulse LE, Smart MatriX, Smart MatriX LE, Smart Vu, Smart Vu LE, Smart Quad and Smart Edge. The Remote Console allows full control of menu and settings of the switchers and direct access to PIPs, logos, frames and sources selection. Layers properties can be defined by the user and stored in the console's memory. A mini joystick allows easy control of the displayed elements. RK-300 is fitted with an Ethernet LAN RJ45 connector for easy connection and utilization.

#### **> Broad Scan HD: Very High Resolution to Video and HDTV Scan Converter with Genlock and Embedded Audio**

Fitted with Digital DVI and Analog RGB inputs, the Broad Scan HD (ref. BHD930-DG) converts Workstation, PC or Mac graphic images up to 1600x1200@60Hz (1920x1200 RB) into NTSC / PAL video or HDTV formats. Each computer input has its own monitor loop through for the connection of a control display. Output signal can be both analog and digital thus Broad Scan HD can provide full digital processing path from the input to the output. The Broad Scan HD features powerful broadcast Genlocks. Genlocks inputs are fitted with a loop through output allowing chaining devices. The Broad Scan HD includes computer input format memory: up to 16 user presets can be stored in the machines corresponding to 16 different input formats. Broad Scan HD offers 8 presets memories.

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of image converters and presentation switchers with worldwide locations. The company designs a wide range of computer to video scan converters, scalers, seamless switchers and up/down converters. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets.

