

Press Contact

For Immediate Release

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## Analog Way announces new Seamless Matrix Scalers

December 2013 – Analog Way is pleased to introduce the **SmartMatriX<sup>2</sup>** and **QuickMatriX**, two new Seamless Scaling Matrix Switchers based on Analog Way's **Midra™** platform. The products will be exhibited in Analog Way's booth #11-F58 during Integrated Systems Europe 2014, on February 4-6, in Amsterdam, NL.

**SmartMatriX<sup>2</sup>** (Ref.**SMX250**) and **QuickMatriX** (Ref.**QMX150**) are part of **Analog Way**'s new **Midra™** series of mid-range Mixers/Seamless Switchers.

The products come in 2RU enclosures for optimized air circulation and cooling. They offer a large variety of connectivity with 10 inputs and 16 input plugs for the **SmartMatriX<sup>2</sup>**, and 8 inputs and 14 input plugs for the **QuickMatriX**, including DVI-D, HDMI and 3G-SDI. Both systems feature 2 outputs, and EDID management is customizable for all computer sources.

The products offer very fast processing and true seamless switching, with synchronous and asynchronous Matrix modes. Outputs can be managed independently.

The **SmartMatriX<sup>2</sup>** offers an advanced matrix mode with capability to display up to 2 layers on a frame background + 1 logo per output. It also includes a video output with digital and analog connectivity.

The **QuickMatriX** allows display of a live background, or one still background with different titling on each output.

**SmartMatriX<sup>2</sup>** and **QuickMatriX** feature a Quick Frame function that places a foreground frame over all other layers when necessary. A simple button push allows return to the previous display.

Digital audio can be easily embedded or de-embedded on HDMI and DVI-D connectors on inputs and outputs.

For easy routing of audio signals, some functions such as Fast Routing and Audio Breakaway mode are available.

Both systems can be controlled through the **RK-350**, a brand new Remote Keypad, or the **RCS<sup>2</sup>**, a user-friendly and intuitive graphic interface designed for the **Midra™** series. As an AIR application, the **RCS<sup>2</sup>** is compatible with Windows, Mac OS and Linux. It offers 3 main sections to setup and control the units: Setup, Edit and Live.

To facilitate the ease of integration of the **Midra™** series, **Analog Way** provides a full package of drivers for easy control through **Crestron** and **AMX** control systems.

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of presentation switchers and image converters 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.

