

## Press Contact

For Immediate Release

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## Evolve Media Group: first to order Analog Way's new VIO 4K

**July 2015 - Analog Way, a leading designer and manufacturer of high-end presentation switchers and image converters, is pleased to announce that Evolve Media Group has officially become the first American company to purchase the new VIO 4K (Ref.V701). Unveiled at InfoComm 2015, VIO 4K is a high-end multi-format converter offering the latest generation of digital connectivity.**

**Evolve Media Group**, a leading rental company specializing in high-end presentation technology, strengthens its collaboration with **Analog Way** by investing in the **VIO 4K**, the ultimate video processing tool box unveiled at InfoComm 2015 in Orlando, FL. The **VIO 4K** is expected to ship in Q4, 2015.

Always at the forefront of innovation, **Evolve Media Group** has placed an order for 10 units officially becoming the first company in the US to purchase this brand new multi-format converter.

With the latest generation of digital connectivity and multi-resolution applications, **VIO 4K** enables baseband signal conversions over Dual-link DVI, DisplayPort, HDMI, 6G-SDI Optical, and universal analog, into an impressive array of output signal formats up to 4K 30Hz, or 4K 60Hz with an optional expansion interface. Perfectly adapted for non-standard signal management, notably for LED walls, **VIO 4K** offers unique features and functionalities such as output rotation, area of interest management, and with a large 3.5' TFT color screen, it can be controlled from the front panel or through the **Web RCS**, an intuitive graphic interface.

With this first **VIO 4K** order, **Evolve Media Group** reinforces its fleet of high-end equipment to help its customers produce stunning creative shows. Over the last two years, **Evolve Media Group** has made significant investment in **Analog Way's LiveCore™** series of presentation mixers including the **NeXtage 16**, **SmartMatriX Ultra**, **Ascender 16**, **Ascender 48** and the **Vertige™** console. **Evolve Media Group** is also an **Analog Way** certified partner for training, offering classes on the **LiveCore™** series. So far, **Evolve Media's** Academy has trained over 75 **LiveCore™** certified operators.

Tyler Mayne, President at **Evolve Media Group** explains: *"As the AV industry migrates to 4K over the next few years it will be important for us to carry a product in our rental inventory that helps our customers bridge the gap between 2K and 4K workflows. With its rugged, future proof design, the **Analog Way VIO 4K** will be our go-to conversion tool when our customers demand a new level of image processing horsepower".*

Adrien Corso, **Analog Way's** CEO comments: *"We are pleased of **Evolve's** continued trust and are confident the **VIO 4K** will become a must-have for all customers requiring a high quality and versatile cross conversion system."*

 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, scalars, seamless switchers and up/down converters. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets.

