

PlayStation 4 Launch in Argentina

Starring Analog Way's systems



Analog Way's Di-VentiX II and Pulse mixers during the PlayStation 4 launch in Buenos Aires, Argentina

2MGNET (an international rental and staging, corporate AV) was tasked with the AV production and setup of the all new Playstation 4 launch in Buenos Aires, Argentina.

For this event **2MGNET** used two **Analog Way Di-VentiX IIs** (Ref. DVX8044), High-Res. Mixer/Seamless Switchers and one **Pulse** (Ref. PLS300), a High-Res. Mixer / Seamless Switcher.

The event was composed of three screens (one main screen and two side screens); **2MGNET** had to provide 3 independent feeds for the main and side screens. Sources included the following: 2 x MacPro (one main, one backup, each with a Matrox Triplehead2GO), one laptop for PowerPoint presentations, another MacPro for keynote presentations, and SDI cameras for IMAG.

The first two MacPros utilized a Matrox Triplehead2GO, thus allowing for panoramic content to be displayed across all three screens at times. Outputs #1 and #3 of the Matrox Triplehead2GO were connected to the first **Di-VentiX II**, set in Matrix mode for the two side screens, while output 2 was connected to the second **Di-VentiX II** set in mixer mode, for the center screen. This allowed for independent screen content at times, and panoramic content at others.

In order to maximize the input capabilities of the second **Di-Ventix II**, **2MGNET** used a **Pulse** as an upstream source to switch between SDI cameras, computers, and still frame content in the Logo and Frame memory of the **Pulse**.

This configuration allowed easily changing scene queues on all three screens from panoramic content, to individual screen feeds featuring IMAG and other custom content.



Three different contents on each screens

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Analog Way, Pioneer in Analog, Leader in Digital

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

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.

