



PRESS RELEASE – For Immediate Release

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Analog Way launches a comprehensive range of Hi-Resolution Mixer Seamless Switchers with Tri or Dual Scalers

November 2009 - Analog Way, a leading designer and manufacturer of image converters and presentation switchers, is pleased to announce the release of a new range of Hi-Res. Mixer Seamless Switchers with 6 products featuring Tri or Dual Scalers: Opus, Pulse, SmartVu and their Light Editions.

The 6 new Hi-Res. Mixer Seamless Switchers are designed by **Analog Way** to offer a complete range of A/V Presentation Mixers answering the requirements of any project at the best performance/price ratio on the market.

All HDCP Compliant, these new products offer Universal Analog and Digital input/output and Full High Resolution Digital Processing. They output Digital and Analog Signals in DVI and VGA (RGBHV) simultaneously with a selection of many formats up to Computer 2K. The new line provides high image quality thanks to its true 10 bit SD/HD auto adaptive pixel by pixel 3D motion compensation processing, de-interlacing, auto 3:2 and 2:2 reverse pull down circuitry, processing and Frame follower.

“The demand for A/V Presentation Mixers is important but also much diversified”, explains Franck Facon, Worldwide Marketing and Communication Director at Analog Way. “With our new comprehensive range of Seamless Switchers, we are now offering smart and reliable solutions matching the requirements of rental companies, systems integrators and end-users.”

Products specifications:

>> Multi Layer Hi-Resolution Mixer Seamless Switchers with 3 Scalers

For Rental & Staging and High-End installations

■ Opus (Ref. OPS300):

- 12 direct inputs including 2 fitted with DVI and 2 fitted with SD/HD-SDI
- Multi Layer Mixer mode allowing the display of up to 6 layers: 3 live sources, 1 frame and 2 logos
- 12 x 2 Native Matrix mode with true Seamless Switching
- Up to 2 PIPs on a live background
- Preview
- 8 Full Frames and 8 Logo Memories
- Video Output providing SD or HDTV formats
- Integrated Audio Stereo Switcher with SDI audio de-embedder
- DSK on DVI inputs
- Smooth Move, Fade, Cut, Wipe, Slide
- T-Bar to control effects level

■ Opus LE (Ref. OPS200):

- 11 direct inputs including 2 fitted with DVI and 2 fitted with SD/HD-SDI
- Multi Layer Mixer mode allowing the display of up to 6 layers: 3 live sources, 1 frame and 2 logos
- Up to 2 PIPs on a live background
- Preview
- 7 Full Frames and 7 Logo Memories
- Integrated Audio Stereo Switcher with SDI audio de-embedder
- DSK on DVI inputs
- Fade, Cut, Wipe, Slide

>> Hi-Resolution Mixer Seamless Switchers with 2 Scalers

For Large Screen projections, Conference Rooms, Houses of Worship, Boardrooms and Classrooms

Pulse (Ref. PLS300):

- 10 direct inputs including 2 fitted with DVI and 2 fitted with SD/HD-SDI
- Mixer mode allowing the display of up to 2 live sources
- Up to 2 live PIPs on a still background
- Preview
- 6 Full Frames and 6 Logo Memories
- Integrated Audio Stereo Switcher with SDI audio de-embedder
- DSK on DVI inputs
- Fade, Cut, Wipe, Slide

Pulse LE (Ref. PLS200):

- 10 direct inputs including 2 fitted with DVI and 2 fitted with SD/HD-SDI
- Mixer mode allowing the display of up to 2 live sources
- Up to 1 live PIP on a live background
- Preview
- Integrated Audio Stereo Switcher with SDI audio de-embedder
- DSK on DVI inputs
- Fade, Cut, Transparency

SmartVu (Ref. SVU300):

- 7 direct inputs including 1 fitted with DVI and 2 fitted with SD/HD-SDI
- Mixer mode allowing the display of up to 2 live sources
- Up to 1 live PIP on a live background
- Integrated Audio Stereo Switcher with SDI audio de-embedder
- Fade, Cut, Wipe, Slide

SmartVu LE (Ref. SVU200):

- 5 direct inputs including 1 fitted with DVI
- Mixer mode
- Integrated Audio Stereo Switcher
- Fade, Cut

Fully controlled from their own front panel as well as their Remote Control Software (supplied), **Opus, Pulse, SmartVu and their Light Editions** offer a wide range of applications. Equipped with TCP/IP and dual RS232, they can be updated with new upgrades improving their lifetime.

Analog Way – 20 years of innovation

Founded in 1989, Analog Way is a leading designer and manufacturer of image converters and presentation switchers with worldwide locations (USA, France and Singapore). 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. For further information, do not hesitate to visit our website at: <http://www.analogway.com>

Product pictures and specification sheets available upon request - Please contact Amandine Teyssier at +33 1 64 47 16 03 or send an email to: marketing.a@analogway.com