



**PRESS RELEASE- FOR IMMEDIATE RELEASE**

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**Analog Way sponsors the Technologies for Worship Magazine Pavilion  
at NAB 2009 - Las Vegas, Nevada USA**

**March 2009 - Paris, France – Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, is pleased to announce its participation to the Technologies for Worship Magazine (TFWM) Pavilion during NAB 2009. From April 20 to 23<sup>rd</sup>, Analog Way will exhibit its latest products on its booth #SL7423 and will sponsor TFWM Pavilion where workshops focusing on Soft Edge Blending will be offered (booth #C12337).**

Analog Way, celebrating its 20-year anniversary, will demonstrate its newest products during NAB 2009.

**Di-VentiX LE**, a new Dual Scaler Multi-Layer Hi-Resolution Seamless Switcher will be shown for the first time in the USA.

A live demo of the **Di-VentiX II** will also be offered with its remote controller **Axion**. The multi-format Converter **Tetra VIO**, now HDCP compatible, will be demonstrated together with the Scan Converter **Broad Scan HD**.

In addition to its own booth, **Analog Way** is pleased to announce its partnership with the **Technologies For Worship Magazine Pavilion** where it will offer specialized training sessions focusing on SEB technology. The sessions will allow attendees to gain all the necessary knowledge and experience to create a perfect Soft Edge Blending installation or show. The presentation will consist of an initial theoretical explanation of all the parameters to be considered such as the screen size calculation, the design of background images, the selection and placement of video projectors, the adjustment of the different screen zones, etc... A tutorial will then merge the theoretical with the practical through the case study of a two-projector SEB screen using **Analog Way** software and hardware with the opportunity for hands-on participation. Thanks to **Analog Way Di-VentiX II** and **Axion**, a live demo with Soft Edge Blending (SEB) will be offered to demonstrate how this technology enables capturing the audience's attention. SEB consists of the set up of a large screen image using multiple video projectors with overlapping areas that make the seams between projectors invisible. Due to the profound impact of the presentations enabled by this technology, the demand for SEB installations or shows is drastically increasing, notably in the HOW environment.

Following these classes, attendees will be presented with an **Analog Way** Soft Edge Blending Certificate of Achievement Level 1. This certificate is recognised by Infocomm International Certified Technology Specialists (CTS) credential Committee – Credit = 1 RU

**1 hour Workshop on Soft Edge Blending - TFWM Pavilion – Booth #C12337:**

- Monday, April 20<sup>th</sup>, 2009: 10am / 4pm
- Tuesday, April 21<sup>st</sup>, 2009: 10am / 4pm
- Wednesday, April 22<sup>nd</sup>, 2009: 10am / 4pm
- Thursday, April 23<sup>rd</sup>, 2009: 10am

**Analog Way – 20 years of innovation**

Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, will celebrate in 2009 its 20<sup>th</sup> anniversary. The company, with worldwide locations (USA, France and Singapore), 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 photos available upon request. Please contact our PR department at +33 1 64 47 16 03 or send an email to: [marketing.a@analogway.com](mailto:marketing.a@analogway.com)**