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PRESS RELEASE

For Immediate Release

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Analog Way announces the Broad Scan HD™, the Broad Scan SDI™ and the Broad Scan™, a new range of very High Resolution to Video Scan Converters

New York, US – June 2007 - Analog Way, a leading designer and manufacturer of innovative image converters and seamless switchers announces a new range of high resolution to video Scan Converters for High Definition and Standard Television Broadcast, Broadcast Studios and TV Production. The **Broad Scan HD™** (Models BHD930-AG and BHD930-DG) will be showcased in Analog Way Booth 6426 at InfoComm 2007, in Anaheim, from June 19th to 21st.

The **Broad Scan range** by Analog Way is a Broadcast and Professional Computer to Video and High Definition TV Scan Converter family. Fitted with Digital DVI and Analog RGB inputs, **Broad Scan HD™**, **Broad Scan SDI™** (models BSD830-AG / BSD830-DG) and **Broad Scan™** convert Workstation, PC or Mac graphic images up to 1600x1200@60Hz (1920x1200 RB) into NTSC / PAL video or HDTV formats.

The **Broad Scan range** features powerful broadcast Genlocks. Genlocks inputs are fitted with a loop through output allowing chaining devices.

The **Broad Scan range** outputs different signals at the same time in one selected output format. It also outputs Luma Key signals. Luma key is with the same format as the outputs and perfectly synchronized. In addition, Frame Lock outputs allow synchronizing external device frame rates such as some graphic cards.

The **Broad Scan range** features real time conversion with high performance Image Processing. User adjustments offer an Anti-Flicker filter to significantly reduce flickering of the interlaced HD/SD and TV outputs, as well as 2D Sharpness, RGB level and Black level. It converts single wire computer type signal into black and white video image just by setting a menu. The state of the art high speed hardware FPGA allows aspect ratio control and a wide range of linear or non linear zoom up to 1000%. In addition, a new “zoom finder” is provided to preview the actual part of the picture to be zoomed.

The **Broad Scan range** is User Friendly thanks to many direct access functions. It also provides easy to use and efficient menus on clear bright blue LCD screen. LCD continuously displays Input and Output status during operations.

The **Broad Scan range** includes Computer input format memory: Up to 16 user presets are stored in the machines corresponding to 16 different input formats. The exact adjustments of the frequently used formats are instantly recalled, which makes the **Broad Scan range** ideal and very useful for multi-computer applications or rental.

About Analog Way

Founded in 1989, Analog Way is a leading designer and manufacturer of innovative image converters 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 Photo available upon request. Please contact our PR department at +33 1 64 47 16 03 or send an email to: marketing.s@analogway.com