



PRESS RELEASE

***Analog Way announces the Optimizer HD™,
a new powerful Up/Down Scaler with unmatched scaling quality up to now***

New York - June 19th 2007 - Analog Way, a leading designer and manufacturer of innovative image converters and seamless switchers announces a new state of the art Universal Up and Down Scaler. The Optimizer HD™™ (Model OHD888) will be showcased in Analog Way Booth 6426 at *InfoComm 2007*, in Anaheim, from June 19th to 21st.

Optimizer HD™ is a device that provides a Scan Converter, a Scaler, a Standard converter with TBC functions in one box. Its high flexibility combined with its processing quality makes it essential in professional Broadcast, D.Cinema and High End Pro AV environments.

Optimizer HD™™ by **Analog Way** is a state of the art Universal Up/Down Scaler. Fitted with Universal Analog or Digital Input, **Optimizer HD™** converts any TV, HDTV or PC signal into a Digital TV, HDTV or Hi-Res PC format. **Optimizer HD™** input signal can be Analog NTSC/PAL/SECAM, S-Video, RGB/YUV, HDYUV, RGBHV, RGBS, RGsB or Digital DVI and SD/HD-SDI. **Optimizer HD™** supports TV and HDTV formats including 1080p and 1080sF@24/25Hz and computer formats from VGA to UXGA and 2K@60 Hz.

Optimizer HD™ provides an amazing image quality thanks to its new powerful geometric bandlet based computing technology. The true 10 bits TV/HDTV processing path is preserved by state of the art over sampling 12 bits A/D converters, scaling with special edge diagonal compensation, are taken to a an incomparable level of quality providing the best picture quality ever seen.

Optimizer HD™ upgrades SDTV image quality to almost true HDTV shot picture. Auto-clock and phase adjustments insure a true picture up or down scaling with every original pixels of the image. The image adjustments and device setup are recorded in a non-volatile memory.

Optimizer HD™ is equipped with an Analog Genlock input with an active loop through and offers a choice between SDTV Black Burst and Black HD-YUV. It allows genlocking of HDTV output signal on an SDTV Black Burst. User phase adjustments are available for a perfect result.

Optimizer HD™ features Analog Balanced Audio Stereo Input for embedding Audio into the SD/HD-SDI signal with A/V delay compensation.

Optimizer HD™ large front panel shows many direct access image adjustments with a bright easy to read fluorescent display and a convenient control knob. It offers many useful features such as a 500% Zoom, user programmable EDID for DVI input, etc... The standard RS232 connection and Gui allow a full remote control of the device and also upgrade capability to maintain the high value of your equipment. Optional RJ45 is available for IP control.

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