

PRESS RELEASE- FOR IMMEDIATE RELEASE**Sales Contact:**

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New York, US - June 2008. Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers announces a Universal A/V Cross Converter: Tetra VIO™ (Model TVC 401). It will be showcased on **Analog Way's booth # C.930**, at InfoComm 2008, in Las Vegas, from June 18 to 20 th.

Tetra-VIO™ by **Analog Way** is a **highly versatile** universal device with six functions in one: Scan Converter, Scaler, Standard converter with TBC, Audio De/Embedder, Switcher and Interface. Its high flexibility makes it essential in complex installations. It is extremely useful in solving signal compatibility issues at the last minute. In addition to a powerful multi-format Converter, **Tetra-VIO** is also a smooth and fast Audio / Video Switcher offering many useful features such as a 500% Zoom, a user programmable EDID for DVI input, etc... It accepts a large range of formats, from Computer to Video and HDTV, in Analog or Digital format, and provides a large range of connectors: BNC, HD15, DVI, mini DIN4, Cinch, RCA. The output provides the same diversity of formats, and the same type of signals and connectors. Each of the 3 universal inputs features an active loop through (monitoring) for easy control of the sources.

Equipped with an Analog Genlock input with an active loop through. **Tetra-VIO** 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. **Tetra-VIO** supports numerous input and output formats and signal types, such as **HDTV**, **SDTV** and **COMPUTER** up to 2048x1080RB* & 1600x1200 @60Hz in both analog RGB & DVI.

The same format is available simultaneously on different outputs. For example: Computer formats are delivered in RGB and in DVI-D at the same time, SD-TV formats are available in Composite, S.Video, YUV and SDI, etc.

Tetra-VIO features 4 Analog Audio Stereo In and 1 Out and also one Digital SPDIF audio In/Out. It allows embedding Analog and SPDIF Digital Audio stereo signal into SD/HD-SDI with A/V delay compensation. (Fs: 48kHz – 20/24 bits). It also extracts and outputs SPDIF digital Audio stereo signal from the SD/HD-SDI embedded stream.

Tetra-VIO offers a high quality image thanks to its new high performance true 10 bit video path processing with automatic 3:2 and 2:2 pull down circuitry - de-interlaced SD and HD TV format - auto adaptative pixel per pixel level motion compensation - auto centering, clock, time base corrector - frame rate converter and follower- multi-level anti-flicker.

The image adjustments and device setup are recorded in a non-volatile memory. The standard RS232 connection and GUI allow a full remote control of the device and upgrade capability to maintain the high value of your equipment throughout time. Optional RJ45 is available for TCP/IP control.

"This newest addition to our VIO series, featuring recently developed cutting edge algorithms, is the perfect solution for multi-use situations and last minute tasks in any kind of application" said Ludovic Vossovic, Marketing and Communication Manager, Analog Way

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.n@analogway.com