



# ANALOG WAY®

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **Analog Way launches the Optimizer HD™, a Powerful Scaler with Enhanced Scaling Technology by Let It Wave**

Paris, September 24, 2007 - Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers announces a new High Grade Universal Up and Down Scaler: **Optimizer HD™** (Model OHD888 and OHD888-AG with Analog Genlock).

**Optimizer HD™** by Analog Way is an **Innovative High Grade Universal Up/Down Scaler** with an enhanced scaling technology based on Bandlet Transform by **Let It Wave**. It ensures significant improvement of standard TV images into cinema like or wide screen displays, and real time TV to HDTV stunning conversion.

**With Let It Wave's highly innovative bandlet transform technology, Optimizer HD™ is now the most advanced SD to HD image converter on the market.**

Fitted with universal Analog or Digital Input, the **Optimizer HD™** converts any HDTV, TV or Computer<sup>(\*)</sup> signal into Digital HDTV, TV or Hi-Res. Computer<sup>(\*)</sup> format. It provides simultaneously DVI-D and SD/HD-SDI with embedded Audio Outputs. It provides an amazing image quality thanks to its new powerful geometric bandlet based computing technology by **Let It Wave**. The true 10 bits TV/HDTV processing path is preserved by state of the arts over sampling, 12 bits A/D converters.

**Optimizer HD™** (OHD88-AG) is equipped with an Analog Genlock input with an active loop through. Both versions feature Analog balanced or unbalanced Audio Stereo input for embedding Audio into the SD/HD-SDI signal with A/V delay compensation.

**Optimizer HD™** is a device that provides a **Scan Converter**, a **Scaler**, a **Standard converter with TBC function** 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™**'s 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 an adjustable zoom from 25 to 400%. The standard RS232 connection and provided software allow a full remote control of the device and also an upgrade capability to maintain the equipment up-to-date.

*"We have been innovating with powerful systems for years now, providing quality products through our own algorithms, which we are very proud of. Nowadays a growing demand is placed on wider screens projections. Thus, it seemed necessary for us to provide our most demanding customers with the best upscaling algorithms on the market; this is the reason why we have chosen Let It Wave to provide our Optimizer HD™ with their enhanced scaling technology based on Bandlet Transform.",* says Vossovic, Marketing and Communication Manager.

#### **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, scalers, 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](mailto:marketing.n@analogway.com)

<sup>\*</sup>1: Subject to availability for the optional Input/Output Computer image processing (OPT-OHD-DATA)