

For Immediate Release

## Press Contact

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## Analog Way's Midra™ series now shipping

**November 2013 – Analog Way is pleased to announce the immediate availability of the entire Midra™ series. The Midra™ series, Analog Way's new line of mid-range Mixers / Seamless Switchers, consists of 6 products: Eikos<sup>2</sup>, Saphyr, SmartMatriX<sup>2</sup>, Pulse<sup>2</sup>, QuickMatriX, and QuickVu.**

**Analog Way** is pleased to announce immediate shipping of the **Midra™** series, its new line of mid-range Mixers Seamless Switchers.

The 6 products of the **Midra™** series - **Eikos<sup>2</sup>, Saphyr, SmartMatriX<sup>2</sup>, Pulse<sup>2</sup>, QuickMatriX, and QuickVu** – come in 2RU enclosures for optimized air circulation and cooling of the devices.

The products offer a large variety of connectivity, with up to 10 seamless inputs and 16 input plugs including DVI-D, HDMI and 3G-SDI. The CleanCut effect allows all switchers of the **Midra™** series to seamlessly switch between any of their input plugs without fade through black or loss of sync.

EDID management is now standard for all computer sources.

To fit any display resolution, including non-standard formats like LED walls and rear-projection cubes, the **Midra™** Switchers offer custom output format management.

Up to 7 layers are available. The new Quick Frame function places a foreground frame over all other layers when necessary. A simple button push allows return to the previous display. Some models also include smart functions such as direct source Swap and Split screen.

To ensure better processing and quality of audio, the **Midra™** generation of Mixers Seamless Switchers includes advanced audio management and embedded audio. Digital audio can be easily embedded or de-embedded on HDMI and DVI-D connectors on inputs and outputs.

All models of the **Midra™** series can be controlled through the **RCS<sup>2</sup>**, a user-friendly graphic interface. As an AIR application, the **RCS<sup>2</sup>** is compatible with Windows, Mac OS and Linux. It offers 3 main sections to setup and control the units: Setup, Edit and Live.

The **Midra™** series can also be controlled by **Analog Way's RK-350** Keypad (end of 2013) and the **Orchestra** Remote Console (1<sup>st</sup> semester 2014).

**Analog Way, Pioneer in Analog, Leader in Digital**

Analog Way is a leading designer and manufacturer of presentation switchers and image converters with worldwide locations. 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.

