

## Press Contact

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## Analog Way introduces exciting new generation of high-end AV processors

**December 2012 – Analog Way is pleased to announce the introduction of a brand new generation of high-end innovative systems for signal processing and distribution, based on their new state-of-the-art LiveCore™ platform. Two products of this new generation, NeXtage™16 and SmartMatrix™ Ultra, will be unveiled as a world premiere in Analog Way's booth #11-F58, during Integrated Systems Europe 2013 from January 29-31 in Amsterdam, The Netherlands.**

In the process of an ambitious corporate overhaul, **Analog Way** has initiated deep changes over the last three years. The goal: To reach the next level of innovation and quality, and to better serve customers. The company has made strong investments in Research & Development and has worked to optimize processes to offer the finest quality in design and production.

As a result of these improvements, today **Analog Way** proudly introduces a new generation of high-end AV processors dedicated to the System Integration and Rental & Staging markets. **NeXtage™ 16** and **SmartMatrix™ Ultra**, the first **LiveCore™**-based new generation systems, will be unveiled as a world-premiere during ISE 2013 in **Analog Way's** booth #11-F58. They were conceived and designed based on careful analysis of customers' needs and suggestions. They offer both highly innovative functionalities and first-rate quality of manufacture and design.

Adrien Corso, **Analog Way's** CEO, explains: *"The design of the **LiveCore™** platform was the biggest Research & Development project ever undertaken by the company so far. It showcases **Analog Way's** expertise in true-live AV processing technologies and underlines our ambition to remain at the forefront in this field. Our new **LiveCore™**-based systems should be of great value to our customers in the forthcoming years."*

Franck Facon, **Analog Way's** Marketing & Communications Director, adds: *"Our customers have been pressing us for a long time to complete our offering with high-end processors above our well-established **Di-VentiX** series. The team took the time to put the company in perfect order before taking up that challenge. We're now excited to bring **LiveCore™** and this new generation of processors to the market: it feels like writing a new page in **Analog Way's** history."*

**NeXtage™ 16** is a powerful Seamless Switcher with dedicated live processing, based on **Analog Way's** new **LiveCore™** platform, designed with rugged hardware and reinforced chassis for demanding live events. Equipped with 8 true seamless inputs and 2 outputs, it offers 28 input plugs: 4 x HDMI, 6 x DVI-D, 2 x DisplayPort, 8 x 3G-SDI and 8 x Universal Analog. **NeXtage™ 16** offers 16 Scalers and state-of-the-art 100% digital processing, making it an exciting way to create impressive shows. It includes 4 independent true seamless layers per output, as well as an independent Native Background layer included for Soft Edge Blending or individual screen modes.

**SmartMatrix™ Ultra** is a high-end 12x4 Scaled Native Matrix, based on **Analog Way's** new **LiveCore™** platform, with rugged design for optimized durability. It offers versatile AV connections for any setup through 12 true seamless inputs and 42 plugs: 6 x HDMI, 9 x DVI-D, 3 x DisplayPort, 12 x 3G-SDI and 12 x Universal Analog.



With 2 independent true seamless scaled layers per output, **SmartMatrix™ Ultra** provides dedicated live processing for demanding presentations. Two units can be linked, with inputs and outputs shared and added, resulting in an impressive 24x8 Scaled Seamless Matrix.

Layers, individually controllable on both systems, can display either a live image or a still picture, all resizable. Inputs are simultaneously available on multiple layers.

Both devices provide a Full Preview with all PIPs available, as well as customizable Live Source Mosaic Monitoring on an independent output.

With the new user-friendly and intuitive web-based Remote Control Software, **NeXtage™ 16** and **SmartMatrix™ Ultra** can be easily controlled via Internet or the front panel.

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.

