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For Immediate Release

## German distributors invest in Analog Way's new VIO 4K

**September 2015 – Analog Way, a leading designer and manufacturer of high-end presentation switchers and image converters, is pleased to announce new orders of the VIO 4K. German-based companies vision tools and publitec have recently ordered several VIO 4K units. Unveiled at InfoComm 2015, VIO 4K is a high-end multi-format converter offering the latest generation of digital connectivity.**

The German-based company **vision tools**, a leading supplier in the field of renting and selling premium media technology, continuously invests in state-of-the-art and future-oriented equipment for professional visual presentations. To strengthen its fleet the company has invested in the **VIO 4K**, the ultimate video processing toolbox expected to ship in Q4, 2015.

With the latest generation of digital connectivity and multi-resolution applications, **VIO 4K (Ref. V701)** enables baseband signal conversions over Dual-link DVI, DisplayPort, HDMI, 6G-SDI Optical, and universal analog, into an impressive array of output signal formats up to 4K 30Hz, or 4K 60Hz with an optional expansion interface. Perfectly adapted for non-standard signal management, notably for LED walls, **VIO 4K** offers unique features and functionalities such as output rotation and area of interest management. With a large 3.5' TFT color screen, the device can be controlled from the front panel or through the Web RCS, an intuitive graphic interface.

The company **publitec** also placed an order for several units of the **VIO 4K**. As a key leader in imagery and media technology for events and fixed installation projects, **publitec** sells and rents a wide array of AV equipment from renowned manufacturers to help its customers produce outstanding events as well as impressive and efficient state-of-the-art installations.

*"The VIO 4K will be our new standard as a versatile video processor. It offers a wide range of inputs and outputs including 4K, DisplayPort and HDMI, and it contains a very easy-to-use GUI similar to the LiveCore™ series. As with all Analog Way products, it has superior quality when it comes to scaling and switching. We consider it a future proof investment and can foresee that it will replace the majority of competitor models in the long run."* says Andreas Flemming, CEO of **publitec**.

John De Cet, EMEA Sales Director at **Analog Way**, comments: *"We have a strong history with **vision tools** and **publitec**. Both companies have made significant investments in our LiveCore™ and Midra™ series over the past years. We are pleased that they reiterate their confidence in our systems. The VIO 4K is a perfect product to respond to any need in terms of conversion, especially for non-standard resolutions which are more and more used in the industry."*

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, 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.