

WOW effect guaranteed with the Ascender 32 from Analog Way



The stage designed by American AV for the International Association of Movers' Annual Conference

The International Association of Movers, a global association of 2,000 company members, hosted its Annual Meeting at the Marriott Orlando World Center that gathered 1,200 people.

American Audio Video, the Rental & Staging company chosen for the project, designed a demanding setup for this event. They created a stunning stage composed of a large 16'x95' curved screen, fed by four projectors, plus two delay screens of 9'x16' fed by one projector each.

To manage the video processing, **American Audio Video** tapped **Analog Way's Ascender 32 (Ref. ASC3204)**, a powerful multi-screen Seamless Switcher. As more output capabilities were required to feed the delay screens and the confidence monitors, the **LiveCore™ Output Expander (Ref. LOE032)** was added enabling four additional outputs on the system. *"Adding the LiveCore™ Output Expander to the LiveCore™ system was the perfect cost-effective solution. We did not have to add a second switcher just because we needed a couple more outputs"*, explains Rick Mathews, Regional Manager at **American AV**.

Mathews details how he used the **Ascender 32** paired with the **LiveCore™ Output Expander**: *"We used all 8 outputs. Four outputs were used to do the blend on the main screen, one for the delay screens, one for the overflow room and two outputs for the confidence monitors. In total we had 18 sources, 8 sources for the background layer, 2 PlaybackPros, 2 cameras, 2 PC graphics and 2 Mac graphics. There were two display configurations, one background layer and two PIPs and one background layer with one PIP. We also did full screen videos."*

He also explains why they choose to use the **Ascender 32**: *"We selected the Ascender 32 because it is the most flexible and easily configurable device on the market. The show wasn't very long so we needed something that enabled us to do anything we wanted quickly. Also the device was simple enough to have only one person run it from the control room."*



American Audio Video: Founded in 1972, American Audio Video is a rental and staging company that designs, manages and produces memorable events across the US. They specialize in audio, video, lighting, staging and scenic design for corporate and association meetings, galas, concerts, trade shows, press events and product launches.

For more information: <http://www.aavevents.com/>

Analog Way, Pioneer in Analog, Leader in Digital

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

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