

Celebrating the Star-Spangled Banner Anniversary with Analog Way's Ascender 32



Master of Ceremony John Lithgow on stage

In honor of the 200th Anniversary of the Writing of the National Anthem of the United States of America, the Maryland Public Television organized an outdoor concert at the Inner Harbor of Baltimore, Maryland. Almost 4,000 people attended the concert that was also broadcasted live, worldwide, across the entire PBS USA network. Famous actor John Lithgow hosted this two hour live-broadcast event.

Senovva, a design and management group offering services to the entertainment, special event, architectural/construction and media service industries, was brought in to create the backdrop and to provide a great visual experience displaying several content feeds. The company provided five LED walls as main scenic element for the show, as well as a backdrop and camera interlink so that the audience could see the other parts of the broadcast happening at other locations.

Robert Ingram, Project Manager at **Senovva** explains the challenges: "Our client was very concerned about the look of the LED walls on camera, its effect visually in the performance venue, and the ability to show the different locations that they wanted to display."

To feed the LED walls while providing outstanding visual effects, **Senovva** selected **Analog Way's Ascender 32**, a

powerful multi-screen seamless switcher. Ingram explains this choice: "*The Ascender 32 was a cost effective way for us to get the number of inputs, scaling, and outputs as well as layering of effects / graphics that were necessary for this show.*"

The **Ascender 32** served to route all the HD-SDI sources from the production and graphic/content trucks to the five different LED screens. It also served to create an Area of Interest and to map the walls, as there were multiple resolution of LED walls on stage. The system was controlled through the **Web RCS**, a web-based Remote Control Software designed for **Analog Way's LiveCore™** series. A **ShotBox** was also used for recalling presets during the show.

Ingram lists the advantages of the **Ascender 32** for his operations: "*The Ascender 32 is a well built, easy-to-use, cost effective way to do routing, scaling, PIPs, layers, Keying, and just about anything you could need for a moderate size show. It is my go-to switcher for events, as I know it will be able to handle the planned and unplanned elements of a show.*"

Customer:

Senovva

Final client:

Maryland Public Television

Location:

Inner Harbor of Baltimore
Maryland, US

Market:

Live-broadcast Event

Analog Way products:

- Ascender 32 - Ref. ASC3204
- Web RCS
- ShotBox - Ref. SB-80

Press Contacts:

Amandine Teyssier

Communications Manager

Tel: +33 (0)1 81 89 08 73

amandine.teyssier@analogway.com

Marion Van de Graaf

Communications & PR Coordinator

Tel: +33 (0)1 81 89 08 73

marion.vandegraaf@analogway.com

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution. Since 1989, **Analog Way** has developed and manufactured a wide range of equipment dedicated to Professional Audio Visual applications: presentation mixers, seamless scaling matrix switchers, event controllers, scan converters, multi-format converters, and software & systems integration tools. The products provide the most advanced solutions in the Broadcast, Pro AV, Rental & Staging, Church, Corporate and Industrial markets.

www.analogway.com