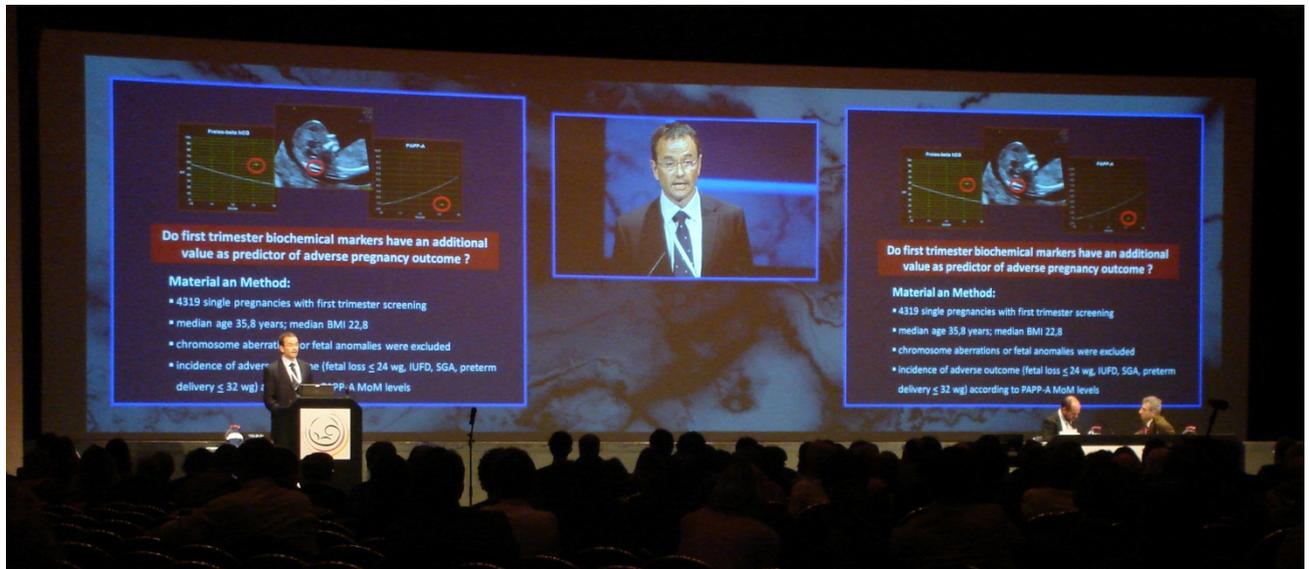


## Ultra wide screen HD projection for the World Congress of Ultrasound in Obstetrics and Gynecology



The 19<sup>th</sup> World Congress on Ultrasound in Obstetrics and Gynecology – Hamburg, Germany



**Insync Productions**  
[www.insync.com](http://www.insync.com)

Insync Productions are an audio visual specialist providing bespoke design or packages mainly for the corporate events sector. They produce in/outdoor events, conferences and exhibitions requiring settings, sound, video playback, data projection, lighting/effects, ISO record and video editing. Insync Productions provide specialist equipment and technical production support. The company focuses on customer service and innovations to offer its clients high quality, improved communication and value. Working with a large pool of specialist freelancers, they work on more than 300 events a year.

*Interview with Scott Tompkins, Managing Director of Insync Productions.*

### [Audio Visual Presentation for the World Congress on Ultrasound in Obstetrics and Gynecology](#)

The International Society of Ultrasound in Obstetrics and Gynecology (ISUOG) is the leading international professional membership association for ultrasound and imaging in the field. Dedicated to furthering education and training, it counts over 3,200 members in 96 countries.

In order to demonstrate the latest in ultrasound equipment, research and techniques to doctors and specialists from around the world, the ISUOG organises its World Congress annually in a different international location every year.

In 2009, the 19<sup>th</sup> World Congress on Ultrasound in Obstetrics and Gynecology was held in Hamburg, Germany, from 13 to 17 September, 2009.



Over 5 days, more than 1,600 delegates could discover the latest research and equipment in the field, thanks to live scan demonstrations of normal ultrasound findings by leading world experts, and interactive lectures.

### Why did ISUOG choose your company to manage this show?

**Scott Tompkins:** “Our customer chose Insync Productions due to our excellent track record with ISUOG and other major clients in the industry. We were also chosen for our investment in the best equipment which we have in stock and our ability to provide the most cost effective professional solutions.”

### What were the project specifications?

**ST:** “In order to offer new research presentations in obstetrics and gynecology, the ISUOG required an ultra-wide screen HD projection system. Traditional stage sets are easily replaced by bright, high definition visual backdrops with the ability to change appearance dramatically between sessions. Large images were required to give the 1,600 audience of Specialists the best possible view of the intricate detail being shown. It was also essential to have accurate contrast, a vital element when interpreting ultrasound images.”

## Audio Visual System/Equipment and Analog Way products used for the Congress

### What were your customers' requirements in terms of audio visual systems for this event?

**ST:** “We needed the ability to connect a wide array of ultrasound and related imaging equipment to our Mixer Seamless Switcher using a wide variety of native input formats and resolutions. Picture in Picture (PIP) facility was also required in order to show both the output of the scan equipment along with the camera images from the backstage scan area and PowerPoint presentations.”



### What products did you use for the congress?

**ST:** “Instead of using a static large screen built into a traditional set, we installed a large 50ft x 15ft ultra wide screen back drop which effectively was the set. This allowed us to project PIPs of varying sizes and display multiple data sources at native resolution simultaneously, whilst ensuring that contrast levels be maintained at all times. To achieve this style of projection, we used the following equipment:

- 4 x Christie HD10K-M HD Projector
- 1 x **Analog Way Di-VentiX II** Mixer Seamless Switcher
- 1 x **Analog Way Di-VentiX** Mixer Seamless Switcher
- 1 x **Analog Way Axion** Multi Screen Event Controller
- 2 x **Analog Way iX Mate** DVI Interface
- 2 x **Analog Way Trident** DVI Interface
- 2 x Samsung 23" Full HD LCD 1920x1080 1080p
- 1 x 2-camera PPU kit (Inc Sony DSR570 Camera with Canon HJ40 lens)



- 2 x Denon DVD Players
- 1 x Teletest 4-way LCD Monitor Bridge
- Laptops for PowerPoint presentations

### What was the primary usage of the audio visual system for the show?

**ST:** “Seamless Edge Blend technology and PIP offered many options to the client in terms of the way the material was presented. For example, during a live scanning, the video relay showing the consultant talking could be quite small and the actual scan image could be blown up to aid the best view possible. At other points in the presentation, the PIP would dissolve back into a more balanced view for images on one side and text on the other.”

### Why did you choose Analog Way products for the show?

**ST:** “We knew prior to the event that we would be presented with multiple video formats and resolutions which is why we selected the **Analog Way** products for this event. They allowed us to interface between ultrasound scan equipment, presentation laptops and the projection system.

The **Di-VentiX** was used in the scan room backstage to provide one single output to the **Di-VentiX II** with all inputs catered for DVI-A, DVI-D, XGA, component and composite video all at a variety of resolutions. The product allowed us to work seamlessly with which ever format was requested on site by the scan equipment manufacturer. All laptops were also being fed into the **Di-VentiX II**.

The flexibility in terms of functionality of the **Analog Way** solutions and their ability to interface with multiple source formats meant that we weren't faced with any significant challenges on-site.”

### Are you satisfied with the Analog Way products used for this event?

**ST:** “We remain very satisfied with **Analog Way** products used on this event.

Products such as the **iX Mate** were irreplaceable on this event as although we had planned as much as possible in advance, we had to be prepared for the possibility of other unknown sources on-site. This system not only gave us complete flexibility all in one unit, but it saved the client a great deal of money as the alternative would have been to provide 5 separate DA's.

The client was delighted with the event, as the Seamless Edge Blend technology gave them a large highly visible platform for their presentations. The PIP facility presented an extremely flexible way of displaying multiple data sources in different sizes as and when required.”

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#### Analog Way, Pioneer in Analog, Leader in Digital

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



**Di-VentiX II, mixer scaler and seamless switcher by Analog Way**



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.

