

## Massive Multi-Screen Displays at Toyota Astra Motor Event



**Creative Tech Jakarta selected an Analog Way Ascender 32 - 4K powerful seamless switcher, Vertige™ VRC300 premium remote controller and Pulse<sup>2</sup> high-resolution mixer to facilitate dazzling multi-screen presentations for the two-day gathering.**

Earlier this year Toyota Astra Motor (TAM) held its annual dealers and distributors appreciation event in Jakarta, Indonesia. Creative Tech Jakarta selected an Analog Way **Ascender 32 - 4K** powerful seamless switcher, **Vertige™ VRC300** premium remote controller and **Pulse<sup>2</sup>** high-resolution mixer to facilitate dazzling multi-screen presentations for the two-day gathering.

The event, which served as thank-you for business partners and a platform for 2017 marketing strategies, was held in the Bali Nusadua Convention Center. It featured three components: the Toyota After Sales Conference (ASC) held in Nusadua Hall and attended by 800 people; the Toyota Dealer Convention (DC) held in Pecatu Hall with 500 attendees; and the gala dinner set up in Nusadua Hall for 980 invitees.

Creative Tech Jakarta served as TAM's technical event partner for the event. The firm is an international event company focusing on technical consulting and AV equipment supply for conferences, corporate meetings and exhibitions. Quadcom was the ad agency for the ASC portion of the TAM event and Dentsu the agency for the DC and gala.

Creative Tech Jakarta provided 19 projectors; media servers; seamless switching systems; and sound, lighting and truss systems for the three portions of the events.

The ASC and gala dinner featured immersive, U-shaped, edge-blended screens, measuring 118 x 4.2 meters, which wrapped around the attendees in the hall. The ASC and the gala deployed 19 and 9 seamless projections, respectively, to

display dynamic live-action footage, graphics and presentation support. The DC, in another hall, featured five seamless projections and a Barco E2 with EC-50 compact event controller.

"I used an Analog Way **Ascender 32 - 4K** switcher with **Vertige™ VRC300** remote controller to switch between the laptop PCs for presentations and Dataton WATCHOUT v6 content," says Nanda, President Director of Creative Tech Jakarta. "Analog Way's **Pulse<sup>2</sup>** mixer managed the comfort monitor for switching between the presenter's notes and the main presentation."

He chose the Analog Way equipment for "easy management of layers – the live feed, presentation and media server; easy control of multiple different inputs both digital and analog, and easy assignment and management of I/Os."

Creative Tech Jakarta offers a large inventory of Analog Way gear to meet the demands of increasingly large and complex multi-screen shows. The company owns **Ascender** switchers, a **NeXtage** AC processor, **Vertige™ VRC300** remote controller, and **Pulse<sup>2</sup>** and **Eikos** mixers from Analog Way's **Midra™** product range.

### Customer:

Creative Tech Jakarta

### Final client:

Toyota Astra Motor (TAM)

### Location:

Bali Nusadua Convention Center

### Industry/Market:

Corporate event

### Analog Way products:

- Ascender 32 - 4K - Ref. ASC3206-4K
- Web RCS
- Vertige™ - Ref. VRC300
- Pulse<sup>2</sup> - PLS300

### Press Contacts:

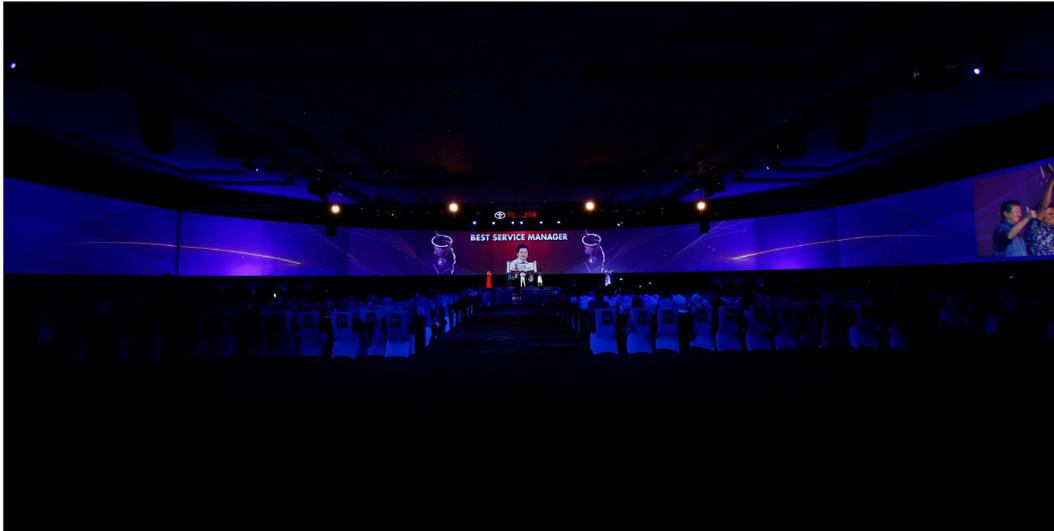
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### Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is an innovation-driven designer and manufacturer specializing 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, including mixers and seamless switchers, event controller and multi-format converters.

Analog Way's products are used around the globe in major venues, boardrooms, control rooms, museums, hospitals, houses of worship, and military and security installations. Major international broadcast organizations, including national TV stations, ENG/production houses, and post-production studios have relied on Analog Way's advanced technologies for more than a decade.

Analog Way's Headquarters, research, design, and production are located in France, where the company was founded. Its products are distributed by the company's direct sales offices (USA, Singapore, United Kingdom, Italy and Germany) and through an extensive network of distributors, dealers and representatives.

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