

## Analog Way Provides 8K Solution for Digital Projection at NAB 2018



Analog Way has partnered with Digital Projection, Inc. (DPI) to showcase DPI's new INSIGHT LASER 8K projector at NAB 2018. Analog Way's Picturall media server and VIO 4K multi-format converters will enable the 8K projector to input conventional sources and display multi-window content to convention-goers.

The INSIGHT LASER 8K projector will be the centerpiece of DPI's exhibit in Room S115LMR facing the company's booth in the lower level of the South Hall of the Las Vegas Convention Center. The flagship projector, the latest in the INSIGHT product line, occupies an elite class all its own. It provides an ultra-high resolution of 7680 X 4320 pixels through 25,000 lumens of solid-state laser-phosphor illumination. Its 33 million pixel 8K resolution is the equivalent of four 4K images or 16 HD images.

"We're really excited to be back at NAB; it's our first NAB in 15 years," says DPI Vice President of Sales Chuck Collins. "Our INSIGHT LASER 8K presents uncompressed 8K content with spectacular image clarity. The Analog Way products further enable

the projector to present more conventional sources including 4K and display those sources full screen or as a multi-window, 33 million pixel desktop."

"We want INSIGHT 8K to appeal to as many users as possible," notes DPI Marketing & Communications Manager Trey Richardson. "The Analog Way products open the door to a lot of applications for the projector: command and control, visitor attraction, security, simulation, visualization, planetariums, museums and broadcast."

DPI previously partnered with Analog Way at InfoComm 2017 and other leading industry trade shows. "The products Analog Way develops give us flexibility in the marketplace," Richardson says.

Analog Way is no stranger to providing 8K solutions. Analog Way supplies 8K processing for the massive wrap-around display at New York City's 20 Times Square, which showcases The NFL Experience. The giant video canvas represents more than 17,000 square feet of LED display technology.

**Customer:**  
Digital Projection, Inc

**Location:**  
Atlanta, USA

**Analog Way products:**

- VIO 4K
- Picturall media server

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

Analog Way is one of the world's leading designers and manufacturers of innovative equipment dedicated to the professional audio visual industry. Since 1989, Analog Way has developed and manufactured a wide range of high-end solutions and reliable equipment for professional AV applications including video wall processors, mixers and seamless switchers, event controllers and multi-format converters, as well as software and integration tools. With the acquisition of the Finnish media server manufacturer Picturall, Analog Way added an extensive range of heavy-duty media servers to its portfolio. Analog Way products provide premium solutions for Rental & Staging, Corporate, Broadcast, Institutional, Education, and House of Worship markets around the globe.

### Press Contacts:

**Valérie Gérôme**  
Global Communications Manager  
Tel: +33 (0)1 81 89 08 73  
[valerie.gerome@analogway.com](mailto:valerie.gerome@analogway.com)

**David Steinberg**  
Press contact for Americas  
+1 646 319 8255  
[golmar@me.com](mailto:golmar@me.com)

As the need for higher and higher resolution displays gains traction, we have evolved products to meet the demands of ultra high-resolution screens,” explains Andrzej Lubaszka, Chief Technologist for Analog Way. “DPI’s booth utilizes an Analog Way Picturall media server and a VIO 4K multi-converter, but that’s not the only way we can support 8K. We can address customer needs with specific solutions tailored to their project.”

For DPI’s NAB exhibit Analog Way’s Picturall media server will feed the INSIGHT 8K projector and manage content. VIO 4K will convert DisplayPort to SDI as well as switch between Picturall and other 8K sources.

Analog Way will also drive additional DPI exhibits at NAB featuring the E-Vision 4K and HIGHlite 4K projectors and the Radiance direct view LED wall.

“We’re glad that NAB 2018 has given us another opportunity to work together,” says Lubaszka. “Analog Way and DPI complement each other very well. We’re both premium product providers with a deep commitment to quality and customer support.”

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