

## Analog Way Ascender 48 - 4K - PL Lights Up Hewlett Packard Enterprise Congress



Large 6K x 2K LED wall along with sliding LED doors

Hewlett Packard Enterprise gathered together its partners and distributors for the HPE Congress Partners Seminar in Łódź, Poland. Polymus Agency, in charge of organizing the event, entrusted the audiovisual design of the venue to PRO4MEDIA, a prominent service provider for AV technology.

To create dazzling brightness at the entrance of the venue, the agency opted for an LED tunnel in the corridor leading to the main hall. In the conference room, Hewlett Packard Enterprise expected great visual effects through large and impressive screens. To meet its client's requirements, PRO4MEDIA set a large 6K x 2K LED wall along with sliding LED doors to welcome guests on stage.

To reach the 6K resolution required for the content provided by HP, PRO4MEDIA combined various types of sources in 2K and 4K to deliver a 6K background. According to Marek Wasilewski, owner of PRO4MEDIA, "We needed many inputs to route all signals, and so we opted for two linked **Ascender 48 - 4K - PL** and a **Di-VentiX II**. Both **Ascender 48 - 4K - PL** were the topmost ad-hoc solution through the 12 + 12 inputs, including SDI, VGA, DVI, HDMI, DisplayPort, etc."

The configuration of the background was simple. It was composed by a native background and two inlayed PIPs: a 4K PIP that displayed the presentation was on the left side of the wall and another PIP that displayed live images from the camera was on the right side of the wall. The screens were fed by two parallel, 6-output Watchout flows, which is a multi-display software that creates synchronized high-resolution flow in order to constitute two native background sets, in this case, twelve DVI inputs. Cameras were also

used as sources to **Ascender 48 - 4K - PL** which routed portrait mode PIPs to the LED wall. Along with that, two Mac Pros, three MacBook Pros and a PC were used to display PowerPoint presentations, keynotes and films.

In order to fit the video PIP to the LED size, the **Di-VentiX II** scaled the pictures that were displayed at the entrance in the LED tunnel using a Mac Pro and a MacBook Pro.

Presets were managed by the **Web RCS** which enables a clear overview of the configuration. A **Shot Box** was also used to easily switch presets.

Another reason why PRO4MEDIA chose **Analog Way** solutions is the flexibility of the systems. Many live images were necessary during presentations, and PRO4MEDIA needed an adaptive system to instantly change the background for every new speech. Marek Wasilewski adds, "Above all, flexibility must go with ultra-low latency. That's something **Analog Way** understands very well."

He concludes, "This meeting was a challenge. It was five days of constant operation. We needed reliability and stability from the devices. A system breakdown was unthinkable."

#### PRO4MEDIA

PRO4MEDIA delivers a broad range of AV technology to transform every event, from small conferences and business events to large shows, into an amazing viewing experience. They are professionals working for professionals. Hundreds of events and thousands of teams work several hours to guarantee the highest quality of technical service.

#### Final client:

Hewlett Packard Enterprise

#### Location:

Łódź, Poland

#### Industry/Market:

Rental & Staging

#### Analog Way products:

- Ascender 48 - 4K - PL
- Di-VentiX II
- Web RCS
- Shot Box

### 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.

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