

Paris Annual Conference Taps Analog Way Equipment to Showcase Complex LED Wall Visuals



A very large international congress, which was held in Paris in mid-September, explored the latest innovations in its field. It also spawned many participant meetings off-site, including a company gathering at the New Cap Event Center where UK agency aps Events & Media and AV Media Events a.s. from the Czech Republic staged a visually dynamic conference driven by a complement of Analog Way equipment.

The conference room featured three main LED screens and six additional LED columns, which comprised a 24 x 4-meter LED wall with a total resolution of 7744 x 1408. The visual canvas supported speakers with a bold and vivid graphic backdrop.

AV Media, a leader in presentation, projection and audiovisual technologies, provided two Analog Way Ascender 48 multi-screen processors, an Analog Way Vertige remote control console and an Analog

Way Picturall Pro media server outfitted with 8x 4K video outputs, a Genlock card and an external audio card.

“The Picturall media server provided playback for all screen backgrounds and videos,” says Michal Mat’ko, Sales Consultant at AV Media. “The Ascenders controlled other content for PIPs, PowerPoint, Playback Pro videos, subtitles and other sources. The Ascenders were able to play 3 x 4K-resolution outputs plus two additional outputs in full HD while Picturall seamlessly played and triggered six 4K content layers.”

Lukas Falgenhauer, Analog Way’s Regional Sales Manager for DACH and Eastern Europe, notes that, “the whole set, which we supported, was operated during the show by only one operator. He triggered all of the media server cues as well as all of the presets of the Ascender units through the Vertige.

Analog Way – Pioneer in Analog, Leader in Digital

Analog Way is a world-leading designer and manufacturer of innovative equipment dedicated to the professional audiovisual 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 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.

www.analogway.com.

Customers:

Aps Events & Media
AV Media Events

Location:

Paris, France

Analog Way products:

- Ascender 48 - 4K - PL
- Vertige
- Picturall Pro

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This kind of switching and playback of complex content by only one live operator is nearly impossible, or very challenging, with any other product on the market.”

According to Mat’ko “everything went perfectly” during the meeting and “the client was thrilled with the results.”



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