

## “Olympism in Action Forum” Kicks Off Third Summer Youth Olympics Games in Buenos Aires with LED Big-Screen Support from Analog Way



Congress Rental provided a complement of Analog Way equipment for the “Olympism in Action Forum” in Buenos Aires. Two Analog Way Ascender 48 - 4K - PL multi-screen processors, a Saphyr multi-layer seamless mixer and five Pulse<sup>2</sup> - 3G large-venue presentation switchers drove the LED screens in the plenary hall and breakout rooms of the Buenos Aires Exhibition & Convention Center.

The first-ever “Olympism in Action Forum” kicked off two weeks of events surrounding the Third Summer Youth Olympic Games (Juegos Olímpicos de la Juventud de 2018). The Forum featured the new president of Argentina Mauricio Macri, International Olympic Committee president Thomas Bach and, by video, UN Secretary-General Antonio Guterres. They emphasized the power of sport to bring people together to understand and respect

each other.

The biggest AV supplier in Argentina, Congress Rental specializes in conference and corporate events, including such international gatherings as the WTO, G20 and ITU. “We offer a one-stop solution from planning the event through post-production,” notes Congress Rental CEO Joaquin De Elias.

“For this project, the client sent us some designs of what he wanted to implement, and we suggested the technique to be used. The Analog Way equipment chosen allowed us to meet their demands as well as last-minute changes.”

The stage of the plenary hall featured a 25 x 6-meter Absen 3.9mm LED main screen as a backdrop flanked by two 4.5 x 6-meter side screens. Four breakout rooms had 7 x 2.5-meter Absen 3.9mm LED screens.

### 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.

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**Customer:**  
Congress Rental

**Location:**  
Buenos Aires, Argentina

**Analog Way products:**

- Ascender 48 - 4K - PL
- Saphyr
- Pulse<sup>2</sup> - 3G

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Two Analog Way Ascender 48 - 4K - PL were used in link mode to control the 12K content for the LED screens in the plenary hall; five Analog Way Pulse<sup>2</sup>-3G systems were deployed for the breakout rooms.

“We chose Analog Way for its practical integration with customer requirements, its stable operation plus the ability to handle high resolutions,” says Alejandro Iglesias – CTO of Congress Rental. “Analog Way’s integration with the rest of the systems was perfect: Different types of wiring and sources were used and everything was a success.”

He notes that, “we used the Ascenders in link mode as a single video processor to increase I/Os and processing resources and to be able to share multiple inputs in different layers. Our client and the final clients were all satisfied and happy with the excellent results and the success of the event.”

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