

Analog Way's Ascender 48 Supports Automobile Launch in Korea

When SR Tech operated the launch event for the next-generation models of the BMW 3 series, they selected Analog Way's Ascender 48 - 4K - PL powerful multi-screen seamless switcher and videowall processor to drive the massive video canvas in BMW's booth at the front gate of Coex Exhibition Center in Seoul.



The five-day show introduced the new vehicles to the press and public. The booth featured an LED floor and a 3-columns vertical LED wall that was three stories tall. The display area also included seven 75-, 65- and 55-inch monitors.

An Ascender 48 drove the vertical LED wall's 625 x 2083 pixel resolution and the floor panel's 1250x809 pixel resolution. A second Ascender 48 covered the seven monitors. "We needed Ascender's large number of outputs and its layer configurations," says Mr. Ryan Choi, CEO of SR Tech. "I have used Analog Way products from

the beginning of my career in AV staging rentals. I am always inclined to use Analog Way products for important video shows; the equipment is better than the competition in terms of ease of use for the customer."

"We've received positive feedback about the look of the launch," concludes Choi. "The public was impressed by the concept of the show and the quality of the presentation that they have come to expect from the automaker."

About Analog Way

Analog Way is a world-leading designer and manufacturer of innovative equipment dedicated to the professional audiovisual industry. For 30 years, Analog Way has developed and manufactured a wide range of high-end solutions and reliable equipment for professional AV applications, including videowall processors, mixers and seamless presentation switchers, media servers, event controllers and multi-format converters. In February 2019, Analog Way launched LivePremier™, a new series of ultra-powerful 4K/8K live presentation systems for high-end staging and premium system integration. Analog Way solutions help deliver uncompromising video presentation experiences to customers in the Rental & Staging, Corporate, Broadcast, Institutional, Higher Education and House of Worship markets worldwide.

www.analogway.com

Customer:
SR Tech

Final client:
BMW

Location:
Seoul, Korea

Analog Way products:

- 2 x Ascender 48 - 4K - PL

Press Contacts:

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

David Steinberg
Press contact for Americas
+1 646 319 8255
golmar@me.com