

POSCO upgrades its educational training facilities with Analog Way's seamless switchers



POSCO's employees in a lecture room equipped with Analog Way's solutions

Pohang Iron and Steel Company, better known as **POSCO**, is based in Pohang, South Korea. The company, founded in 1968 with 39 employees, is now one of the largest steel makers in the world. Operating 2 steel mills in South Korea, POSCO achieved producing 50 million tons of crude steel as of 2008.

To remain one of the world's largest steel makers, POSCO has a strong history in the development of programs to educate and train its employees.

Located in Pohang, a full campus called the Human Resources Development Center (HRD Center) is fully equipped to provide optimum learning resources to secure the core capabilities of POSCO's organizations and individuals.

The HRD Center includes about 20 lecture rooms offering a capacity ranging from 20 to 100 students, and an auditorium that can accommodate up to 270 people. All these rooms are fully equipped and supported with cutting-edge equipment and technologies.

To ensure the best performance of its campus, POSCO renewed a part of its gear at the end of 2008. T&C Tech was in charge of the installation, and IWE got involved in the project as a consultant. Park Hyungsu, Team leader of broadcasting and A/V management at POSCO comments: *"T&C Tech has been working with us for more than 10 years. They know our audiovisual system and our needs very well."*

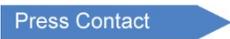
To upgrade its HRD Center, POSCO was searching for reliable equipment to support different kind of signals: *“To help our employees share and spread best practices, we have a great panel of rooms including an auditorium, lecture rooms, teleconference and tele-education rooms and seminar rooms. This variety implies an important number of sources to handle. This includes laptop, desktop, video cameras and teleconference codecs including DVD and VTR. To display best quality video, we needed high-grade scalers and seamless switchers”*, explains Park Hyungsu.

For the new system, IWE Solution and T&C Tech opted for Analog Way devices. POSCO was already familiar with Analog Way’s products since several **Smart Cut II** seamless switchers were installed in the HRD Center about 6 years ago. Song Hoseung, President of IWE Solution, states: *“POSCO was already using Analog Way’s solutions and the units already installed worked well without any problem. As they were very satisfied with the products’ performance, we opted for Analog Way solutions once again. The **Octo Vue FX HD** seamless switcher replaced the Smart Cut II.”*

To upgrade some of the HRD Center’s rooms, 2 x **Octo Vue FX** were installed in place of the Smart Cut II units, and 2 other units of **Octo Vue FX** were installed in two new lecture rooms. All the rooms had different configurations and equipments. The **Octo Vue FX** models were connected with different devices in different rooms.

“The Analog Way system installed allowed us to answer POSCO’s needs. They were searching for robust and inexpensive products, with low failure and good scaling features...the kind of features every customer would like to see in its A/V system. The solution we decided to provide was the right one for this project”, says Song Hoseung.

Park Hyungsu concludes: *“Thanks to the **Octo Vue FX**, we can scale many kinds of signals and have a unified output displayed. The machine allows us handling various types of sources such as Eng. Camera, Codec Camera, PC, laptops, DVD players, video conferencing codecs, etc. We were searching for a simple product. We did not want an expensive device with many features that we would not have used at all. So far, we are very satisfied with the performance and quality of the Octo Vue FX that perfectly answers the needs of our lecture rooms.”*

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 Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of image converters and presentation switchers. The company designs a wide range of computer to video scan converters, scalers, seamless switchers and up/down converters. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets.

