Analog Way products:
Aquilon RS4

Analog Way's Aquilon RS4 Drives Video at Genesis Vehicle Launch in Shanghai

Analog Way's Aquilon RS4 mission-critical 4K/8K multi-screen presentation system and videowall processor served as the video control backbone at Shanghai's Binjiang Shipyard when international luxury automaker Genesis launched its G70 luxury sports sedan and Genesis G70 Edition 1 limited edition vehicle available exclusively in China.

The event, in an old warehouse on the Yangpu River front, featured two stages where video, music and dance combined with the official launch presentation. The VJ/performance stage featured a main LED display with Dutch façade and horizontal LED stripes flanked by vertical LED stripes. The car stage had a floor LED display, four projectors with a lifting curtain above the stage and two projectors with lifting curtains at the sides. Vertical LED stripes were left and right on the car stage; more vertical LED stripes and a prompter display were at the rear and a long LED stripe ran along the ceiling from the main display to the prompter.





All of the LED displays and projectors were active for the event's open, welcome and promotional video. A dancer and mirror lighting effects highlighted the vehicles' reveal, then the cars were driven, in drifting mode, to the accompaniment of a VJ video. The side projectors took over for the Genesis keynote. Then the performance stage's LED display enhanced audience photo ops, the reception and live band music.

The project manager at Really Beijing, which was responsible for AV equipment, installation and control, chose Analog Way's Aquilon RS4 to drive all the LED displays and projectors. The RS4 received content from the media player, VJ computer and band computer. Presets were edited with Web RCS and controlled by Elgato's Stream Deck.

With 24 inputs and 16 outputs, the Aquilon RS4 delivers uncompromising presentation experiences. It combines industrial-grade reliability, unrivaled ease of use, versatile 4K digital connectivity, unmatched real-time 10/12-bit 4:4:4 video processing power, best-in-class image quality and pure 4K60p on each input and output with ultra-low latency.



“The RS4 greatly reduced the equipment needed and simplified their connections,” notes Yang Li, Technical Support Engineer for Analog Way. “The event required 11 x 4K and five 1080p video inputs and 15 x 1080p video outputs. The initial design was using four video processors for this setup , while we just needed one Analog Way RS4 to get the job done perfectly.”

“All programing and configuration was done through our Web RCS interface (Web based), so there was no need to install extra software,” he adds. “RS4 also supports third-party controllers like Stream Deck for flexibility.”

About Analog Way

Analog Way is a world-leading designer and manufacturer of innovative equipment dedicated to the professional audiovisual industry. The company’s portfolio includes a wide range of award-winning multi-screen presentation systems, media servers, event controllers and multi-format converters, designed to deliver uncompromising video presentation experiences to high-end staging and premium system integration. For 30 years, Analog Way has provided advanced processing technologies, which accommodate a large range of applications, from massive video wall installations to large corporate events worldwide. www.analogway.com

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