Press Contact

For Immediate Release

Marion Van de Graaf
Tel: +33 (0)1 81 89 08 73
E-mail: marion.vandegraaf@analogway.com

# Analog Way exhibits at TecnoMultimedia InfoComm Brazil 2015
## - Booth # 819 -

**April 2015 - Analog Way is pleased to exhibit at TecnoMultimedia InfoComm Brazil 2015. From May 12-14, 2015, in Sao Paulo, Brazil, Analog Way will present the Ascender 48 enhanced with an outstanding new feature, and a selection of Mixers Seamless Switchers from the Midra™ series.**

### New - A world's first feature on the Ascender 48

**Ascender 48 (Ref.ASC4806)** is a powerful Multi-screen Seamless Switcher with 48 Scalers.

The system offers 12 seamless inputs with 42 input plugs: 6 x HDMI, 9 x DVI-I, 3 x DisplayPort, 12 x 3G/HD/SD-SDI and 12 x Universal Analog. It can handle any source from composite video, up to 2560x1600, and outputs a variety of formats, including HD-TV and Computer format up to 2560x1600 and 4K. Equipped with 48 scalers, the **Ascender 48** offers Mixer, Hybrid, Hard Edge and Soft Edge configurations to fit any application. In addition to a native background layer, **Ascender 48** can display up to 6 true-seamless scaled layers per output. Up to 50 frames and 50 logos can be stored in the device's memory bank. Layers, including frames and logos, can be controlled individually in time and transition, and can be fully resized.

During TecnoMultimedia InfoComm Brazil, **Ascender 48** will be shown with an unparalleled operating mode: Perspective Layers. Available as an option for all **Ascender 48** units, including units already in the field, Perspective Layers allow animation of live layers with a virtual viewing perspective in real time with X,Y,Z axis rotation control. In Perspective mode, the **Ascender 48** can display 3 Perspective Layers per output plus a native background. The Perspective Layers can support the same seamless transition effects as any other layer. Using the Monitoring output, the operator can display the Perspective Layers on a preview in real time in order to see and arrange all layers and presets. Creation and management of the Perspective Layers can be managed directly from the **Ascender 48**'s **Web RCS**, a user-friendly interface.

### Pulse²- Mixer Native Matrix Switcher with 8 inputs

**Pulse² (Ref.PLS350-3G)** is a versatile Mixer Native Matrix Switcher based on **Analog Way**'s **Midra™** platform.
**Pulse²** offers diverse connectivity through 8 seamless inputs and 14 input plugs: 4 x Universal Analog, 4 x DVI-D, 4 x HDMI and 2 x 3G-SDI plugs. **Pulse²** can operate fast and seamlessly switch between any of its 14 input plugs without fade through black or loss of sync. It features a mixer mode with 2 outputs (Program and Preview) and one 3G/HD/SD-SDI output plug useable as record output or Program clone.
**Pulse²** offers ultra-performing processing with a new de-interlacing process. Presets management was optimized and **Pulse²** delivers smart functions such as Swap and Split.
**Pulse²** offers advanced audio management: It can easily embed or de-embed digital audio on HDMI and DVI-D connectors on inputs and outputs, ensuring better quality of the video and audio mix.
**Pulse²** will be showcased controlled through the **RCS²**, a user-friendly graphic interface designed for all **Midra™** systems. As an AIR application, the **RCS²** is compatible with Windows, Mac OS and Linux.

### Saphyr - Mixer Native Matrix Switcher with 10 inputs

**Saphyr (Ref. SPX450)** is a versatile Mixer Native Matrix Switcher based on **Analog Way**'s **Midra™** platform.
**Saphyr** offers diverse connectivity through 10 seamless inputs and 16 input plugs: 4 x Universal Analog, 4 x DVI-D, 4 x HDMI and 4 x 3G-SDI plugs. It can operate fast and seamlessly switch between any of its 16 input plugs without fade through black or loss of sync. The product features a matrix mode with 2 outputs, and offers custom output format management to fit with any display resolution including non-standard formats such as

LED walls and rear-projection cubes.

**Saphyr** delivers ultra-performing processing with a new de-interlacing process, and optimized presets management.

**Saphyr** offers advanced audio management: It can easily embed or de-embed digital audio on HDMI and DVI-D connectors on inputs and outputs, ensuring better quality of the video and audio mix.

The **Saphyr** will be showcased controlled through the **RK-350** Remote Keypad.

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of presentation switchers and image converters with worldwide locations. 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.