

For Immediate Release

Press Contact

Amandine Teyssier
Tel : +33 (0)1 64 47 14 14
E-mail : amandine.teyssier@analogway.com

Analog Way's 2011 - 2012 New Product Catalog now available

June 2011 - Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, is pleased to release its new Product Catalog for June 2011 - June 2012. The new catalog was available on Analog Way's booth #2963 during InfoComm 2011 in Orlando, FL – USA.

Freshly revamped, **Analog Way's** new Product Catalog shows a wide array of solutions grouped into 5 different categories: Mixers & Seamless Switchers, Event Controllers, Scan Converters, Scalers & Switchers, Multi-Format Converters and Interfaces.

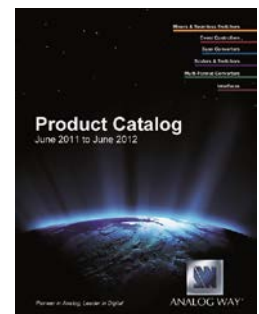
To help customers easily identify the solutions best adapted to their needs, the Mixers & Seamless Switchers category is divided into five groups showing the products' processing capabilities: High-End Seamless Switchers, Large Venue Presentation Switchers, Native Matrix Switchers, MultiViewers, Edge Blending.

Into each range, readers are guided thanks to detailed Product Comparison charts. Technical datasheets then provide a global overview for each product: key features highlighted through pictograms, high resolution pictures, diagrams and technical specifications.

Analog Way's new Product Catalog also offers a variety of application examples: Embedded Soft Edge presentations, Multiple-Screen projections, Video Wall applications and much more. Features and effects offered by **Analog Way's** products are also deeply explained and illustrated.

The new June 2011 – June 2012 Product Catalog includes **Analog Way's** latest solutions such as **Smart Edge, Smart Quad** or **Axion2**.

The new Product Catalog can be ordered on **Analog Way's** website via the Literature Section, or by contacting **Analog Way's** offices.



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, scalars, seamless switchers and up/down converters. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets.

