Press Contact

Amandine Teyssier
Tel : +33 (0)1 81 89 08 73
E-mail : amandine.teyssier@analogway.com

For Immediate Release

Analog Way exhibits new systems at LDI 2013 - Booth #2231

October 2013 – Analog Way is excited to exhibit at LDI. From November 22-24 in Las Vegas, USA, Analog Way will exhibit a selection of its latest Mixers Seamless Switchers, including the brand new Pulse².

NEW: Pulse² - Mixer Native Matrix Switcher

Pulse² (Ref.PLS350) is a versatile Mixer Native Matrix Switcher based on **Analog Way**'s new **Midra™** platform, the core of a brand new line of mid-range Mixers Seamless Switchers. **Pulse²** comes in a 2RU enclosure, and with upgraded 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. The product features a matrix mode with 2 outputs, and offers custom output format management.

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.

The **Pulse²** can be 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. It offers 3 main sections to setup and control the **Pulse²**: Setup, Edit and Live. The section to control audio signals includes the main elements of an audio console, including potentiometers, faders and a VU meter.

NEW: Ascender 48 – Premium Multi-Screen Seamless Switcher with 48 Scalers

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.

Ascender 48 includes an independent Dual-Link output for monitoring purposes, with a Live Source Mosaic layout.

The product delivers varied display configurations: Mixer, Hybrid, Hard Edge and Soft Edge configurations.

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.

Ascender 48 will be controlled through the intuitive Web-based Remote Control Software (**Web RCS**) specifically designed for the **LiveCore™** platform.

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.

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