For Immediate Release

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Analog Way announces QuickVu, a Tri-Scaler Mixer / Switcher

November 2013 – Analog Way is pleased to introduce QuickVu, a new Mixer / Seamless Switcher with 3 Scalers. QuickVu is based on Analog Way's new Midra™ platform, the core of a brand new line of mid-range Mixers / Seamless Switchers. The Midra™ platform consists of 6 products: QuickVu, QuickMatriX, SmartMatriX², Pulse², Saphyr and Eikos².

Based on **Midra™**, the **QuickVu (Ref.QVU150)** offers a large variety of connectivity, through 8 seamless inputs and 14 source plugs: 4 x Universal Analog, 4 x DVI-D, 4 x HDMI and 2 x 3G-SDI plugs. Thanks to the CleanCut effect, the **QuickVu** can operate fast and seamlessly switch between any of its 14 input plugs without fade through black or loss of sync. EDID management is now standard for inputs 1 through 6 for computer sources.
To fit any display resolution, including non-standard formats like LED walls and rear-projection cubes, **QuickVu** offers custom output format management, with a main layer fully resizable and that can be positioned anywhere. **QuickVu** provides the ability to modify the Program in real time without using the Preview.

Thanks to the new "Quick Frame" function, a foreground frame, among 8 available, can quickly hide all other layers when necessary. A simple button push allows return to the previous display. For immediate results, the "Quick Frame" is displayed directly on the Program output, without using the Preview. In addition, **QuickVu** offers 8 presets from the front panel.
The "Keying/Titling" function will be available through the upcoming **RK-350 (Ref.RK-350)** Keypad.
 The **QuickVu** can easily embed or de-embed digital audio on HDMI and DVI-D connectors on inputs and outputs, ensuring better processing and quality of the video and audio mix.

QuickVu can be controlled through the **RCS²**, a user-friendly graphic interface designed for the **Midra™** platform. As an AIR application, the **RCS²** is compatible with Windows, Mac OS and Linux. It offers 3 main sections to setup and control the **QuickVu**: Setup, Edit and Live.
QuickVu can also be controlled by the **RK-350** Keypad (end of 2013) and the **Orchestra** Remote Console (1st semester 2014).

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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