

For Immediate Release Press Contact

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Analog Way's LiveCore™ series now shipping

July 2013 – Analog Way is pleased to announce the immediate availability of the entire LiveCore™ series, its latest innovative range of Premium Multi-screen Seamless Switchers.

Following the release of the **NeXtage 16** and the **SmartMatrix Ultra**, now the whole **LiveCore™** series is shipping with the immediate availability of the **Ascender 32** and **Ascender 48**.

Analog Way's new ultra-powerful range of Premium AV Switchers combines ruggedized design, versatile connectivity, and state-of-the-art processing to fit with the most demanding applications.

The **LiveCore™** series comes in two layouts: 8x2+1 for the **NeXtage 16**, and 12x4+1 for the **SmartMatrix Ultra, Ascender 32** and **Ascender 48**. For easy and safe monitoring, all systems feature an independent Dual-Link output with versatile display options including Full Preview and Live Mosaic.

The **LiveCore™** series offers the latest in digital connectivity including HDMI, DisplayPort, and 3G/HD/SD-SDI input plugs to fit a variety of applications. In addition to powerful operating modes available to create a great variety of display layouts – mixer, dual mixer, hard edge, vertical and/or horizontal soft edge, 4K display – the systems embed stunning visual effects that will impress any audience.

The **LiveCore™**-based systems include from 16 to 48 scalers, thus ensuring easy and seamless management despite the sophistication of the units. To make preparation and control of shows even easier, **Analog Way** designed an intuitive Web Remote Control Software (**Web RCS**) with a user-friendly graphic interface consisting of 3 independent sections: Setup, Edit and Live.

Thanks to dynamic snapshots of the connected sources, operators can easily create and organize their show presets using drag & drop operation. Through the interface, remote services and remote maintenance tools are available to users.

A new version of the **Web RCS** was released in July, adding the capability to create and manage Master presets to make management of groups of presets even easier for Multi-Screen applications.

 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.

