

International Congress of Airbus' Suppliers with Analog Way's Ascender 48



Soft-Edge Blending projection with 3 layers on animated background

LCD Vision is an audiovisual service provider that includes various trades: consulting, fixed installations, international and national events. **LCD Vision** works with many high-end clients, notably the aircraft manufacturer Airbus that entrusted the company with the organization of several of its national and international events. Recently, **LCD Vision** organized the International Congress of Airbus' Suppliers in Alabama, United States.

The congress took place at the Arthur Outlaw Convention Center and welcomed more than 300 guests. For video live production, **LCD Vision** opted for **Analog Way's Ascender 48**, a powerful multi-screen seamless switcher with soft-edge blending capabilities.

Laurent Puget, founder of **LCD Vision** explains this choice: "We used to set up our events utilizing several **Analog Way** devices simultaneously: **Di-VentiX II**, **Pulse** and **Orchestra**; but control room started to become too complex, especially in terms of cabling. Thanks to the **Ascender 48** we were able to easily achieve a demanding setup. In addition, the great variety of input plugs gives it

a significant advantage compared to its competitors as it enables us to respond to any needs, especially when there are last minute changes."

For this event, **LCD Vision** employed a soft-edge blending projection on a 12x3.4m wall fed by two projectors on trusses. The dynamic display featured four layers and one animated background for videos, PowerPoint presentations and camera feeds. The four outputs of the **Ascender 48** were also used: two for the soft-edge blending projection, one for the three monitors on stage and another one for the digital record.

Puget goes on to discuss the utilization of the **Ascender 48** during the congress: "We setup and configured the device through the **Web RCS** and created approximately 12 master presets. For the live control, we used the **AW ToolBox** app on our iPad for the first time. I had some apprehensions in using an app to control everything, but during the exploitation it proved to be very reassuring and easy to use. For instance, the ability to name master presets drastically simplified the live control."

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution. Since 1989, **Analog Way** has developed and manufactured a wide range of equipment dedicated to Professional Audio Visual applications: presentation mixers, seamless scaling matrix switchers, event controllers, scan converters, multi-format converters, and software & systems integration tools. The products provide the most advanced solutions in the Broadcast, Pro AV, Rental & Staging, Church, Corporate and Industrial markets.

Customer:

LCD Vision

Final client:

Airbus

Location:

Arthur Outlaw Convention Center
Alabama, US

Market:

Large-scale corporate event

Analog Way products:

- Ascender 48 - Ref. ASC4806-4K
- Web RCS
- AW ToolBox - Ref. AWT

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