

## Swank Audio Visuals Goes for Analog Way's Processing and Switching Solutions



**Swank Audio Visuals' Annual National Leadership Meeting with Analog Way's systems**

Swank Audio Visuals is an international technology service provider, partnering with more than 375 four-five star resorts and hotels in 165 major locations. Swank Audio Visuals relies upon 75 years of experience and a large team of dedicated technology specialists to accommodate everything from intimate gatherings to large conventions.

When upgrading its fleet of equipment, Swank Audio Visuals opted for Analog Way's processing and switching systems. Over the past months, the Company purchased a number of Analog Way's mixers and switchers, including 28 Pulses, 11 Smart Vu LEs, eight Di-VentiX II, five OPS300, as well as nine Orchestra Event Controllers. With the Analog Way products selected, Swank Audio Visuals can perform multi-format mixing, seamless matrix switching and edge blending to answer the needs of a variety of events.

For its Annual National Leadership Meeting, Swank Audio Visuals showcased some of the Analog Way's models acquired. During the event held at the Hyatt Regency New Orleans, the Company's entire leadership team could enjoy a show featuring the latest technologies.

Scott Buford, Area Technical Director at Swank Audio Visuals, explains: "To perform this event, we needed a creative, original look, which would allow for various types of data to be displayed, including IMAG, PowerPoint presentations, video, live Internet demonstration, etc."

The show included widescreen surfaces for the presentation: a 12' x 36' widescreen blend, a portrait oriented 83" x 144" screen and a landscape oriented 10' x 17' screen.

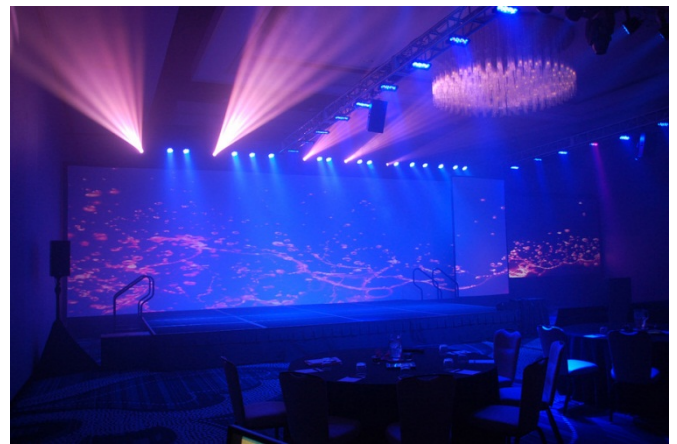


The projection was achieved through four 18K HD video-projectors. A wide variety of sources were used for the show: MacBook Pro running Playback Pro software, PC laptops running PowerPoint presentations, Sony EX-MW3 XDCAM running HD-SDI, two Sonic Foundry Mediasite webcasting systems, I-Phone and much more.

Part of the processing and switching needs was handled by several Analog Way products. “Swank Audio Visuals has just recently decided to start using Analog Way systems after solely using Barco/Folsom. I had never used any Analog Way products and wanted to take this opportunity to see what they could do,” said Buford.

Analog Way’s Di-VentiX II, a versatile Multi-Layer Mixer Switcher, was used in Soft Edge mode for the 12’ x 36’ wide screen. “The ability to soft-edge blend with ease and with one box, and have the ability to have a preview monitor is awesome,” comments Buford. “Using the box for the first time, I was able to get a flawless looking soft edge blend in a very short timeframe.”

Swank Audio Visuals also used two Pulses, a Dual Scaler Mixer Seamless Switcher from Analog Way, and one Orchestra Event Controller, to flawlessly juggle with the different sources. Buford notes: “We faced constant last-minute changes in presentation materials. The flexibility of the Analog Way pieces and the wide variety of inputs was extremely valuable. It allowed us to easily accommodate all presenters and hook up a variety of inputs at a moment’s notice.”



Swank Audio Visuals’ Annual National Leadership Meeting went smoothly, and Scott Buford was satisfied by his first experience with Analog Way solutions.

“I think Analog Way’s processors offer a great combination in the number and types of inputs that allows the units to straddle the digital/analog world that we are in right now.”

The support provided by Analog Way was another key point to Scott Buford: “The technical support was awesome. Any question that arose was quickly answered by Analog Way. I can’t speak highly enough of how great it is to know that this kind of technical support is there.”

### Swank Audio Visuals

Founded in 1937, Swank Audio Visuals is celebrating its 75<sup>th</sup> anniversary in 2012. The Company has a rich legacy of providing superior expertise, creativity, full-service support and state-of-the-art technology for the hotel, resort, meeting and conference center industries. Provided with a hospitality approach, services include audio, video, lighting, stage design, production, Internet connectivity, webcasting/webarchiving, 3D renderings and more for events of all sizes, from intimate gatherings to large conventions. As an industry leader, Swank developed SwankDraw, a unique proprietary iPad app that allows room renderings to be created instantly on-site. Swank also enhances clients’ meetings and events by engineering and offering Mobile Meeting Manager (M3), a customizable web-based app providing agendas, speaker information and more on attendees’ smartphones and tablets. Headquartered in St. Louis, MO, Swank Audio Visuals employs more than 1,400 talented professionals in approximately 375 destination resorts and hotels in 65 major markets, representing more than 165 cities in the U.S. and Canada. Please visit [www.swankav.com](http://www.swankav.com) for more information.



**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.

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