For Immediate Release

Press Contact

Amandine Teyssier
Tel : +33 (0)1 81 89 08 60
E-mail : amandine.teyssier@analogway.com

Analog Way exhibits an exciting new generation of high-end AV processors InfoComm China – Booth #U1-01

March 2013 – Analog Way is pleased to exhibit a new generation of high-end innovative systems for signal processing and distribution, based on their new state-of-the-art LiveCore™ platform. Two products of this new generation, NeXtage 16 and SmartMatriX Ultra will be demonstrated in Analog Way's booth #U1-01 during InfoComm China, from April 10-12 in Beijing, China.

Analog Way is pleased to present a new generation of high-end AV processors dedicated to the System Integration and Rental & Staging markets. **NeXtage 16** and **SmartMatriX Ultra,** the first **LiveCore™**-based new generation systems, will be demonstrated during InfoComm China in Beijing. They were conceived and designed based on careful analysis of customers' needs and suggestions. They offer both highly innovative functionalities and first-rate quality of manufacture and design.

Adrien Corso, **Analog Way**'s CEO, explains: *"The design of the **LiveCore™** platform was the biggest Research & Development project ever undertaken by the company so far. It showcases **Analog Way**'s expertise in live AV processing technologies and underlines our ambition to remain at the forefront in this field. Our new **LiveCore™**-based systems should be of great value to our customers in the forthcoming years."*

NeXtage 16 is a powerful Seamless Switcher with dedicated live processing, based on **Analog Way**'s new **LiveCore™** platform, designed with rugged hardware and reinforced chassis for demanding live events. Equipped with 8 true seamless inputs and 2 outputs, it offers 28 input plugs: 4 x HDMI, 6 x DVI-D, 2 x DisplayPort, 8 x 3G-SDI and 8 x Universal Analog. **NeXtage 16** offers 16 Scalers and state-of-the-art 100% digital processing, making it an exciting way to create impressive shows. It includes 4 independent true seamless layers per screen, as well as an independent Native Background layer included for Soft Edge Blending or individual screen modes.

SmartMatriX Ultra is a high-end 12x4 Scaled Native Matrix, based on **Analog Way**'s new **LiveCore™** platform, with rugged design for optimized durability. It offers versatile AV connections for any setup through 12 true seamless inputs and 42 plugs: 6 x HDMI, 9 x DVI-D, 3 x DisplayPort, 12 x 3G-SDI and 12 x Universal Analog.

With 2 independent true seamless scaled layers per output, **SmartMatriX Ultra** provides dedicated live processing for demanding presentations. Two units can be linked, with inputs and outputs shared and added, resulting in an impressive 24x8 Scaled Seamless Matrix.

Layers, individually controllable on both systems, can display either a live image or a still picture, all resizable. Inputs are simultaneously available on multiple layers.

Both devices provide a Full Preview with all PIPs available, as well as customizable Live Source Mosaic Monitoring on an independent output.

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NeXtage 16 and **SmartMatriX Ultra** can be controlled from their front panel or from a new intuitive web-based Remote Control Software (**Web RCS**).

With a user-friendly graphic interface, the **Web RCS** can be run from virtually anywhere on any computing device. A Wizard mode, available on an intuitive dashboard, leads operators in the setup of the product and the preparation of the show.

Up to 5 operators can simultaneously use the RCS and see all tasks performed in real time on the Program, Full Preview and Mosaic Monitoring outputs.

Remote Services, including Support and Assistance, are available on the new **LiveCore**^{TM} -based systems**.** Through the **Web RCS**, users can quickly clone a show via a USB plug, access data related to the utilization of the machine, or have **Analog Way**'s Technical Support teams take control of their device for assistance or support.

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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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