

## Press Contact

For Immediate Release

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## Analog Way exhibits at GITEX 2015 – Booth #308

**September 2015 - Analog Way is pleased to exhibit at Gitex 2015. From October 18-22, 2015, in Dubai, United Arab Emirates, Analog Way will present its new VIO 4K, a high-end multi-format converter offering the latest generation of digital connectivity. In addition, the powerful Ascender 48-4K which has been enhanced with outstanding features will be showcased.**

### VIO 4K, the Ultimate Video Processing Toolbox

**VIO 4K (Ref. V701)** is a powerful multi-format converter offering the latest generation of digital connectivity. Natively equipped with 7 inputs, **VIO 4K** enables the conversion of a multitude of signals including: Dual-link DVI, DisplayPort, HDMI, 6G-SDI Optical, and universal analog, into an impressive array of output signal formats up to 4K 30Hz. **VIO 4K** was designed to provide optimum versatility; it includes three slots for optional I/O modules, two for video processing with capacity to handle formats up to 4K 60Hz 4:4:4, and one for audio processing with XLR connectors. With all options, **VIO 4K** features 9 inputs and 3 outputs. Perfectly adapted for non-standard signal management, notably for LED walls, **VIO 4K** offers unique features and functionalities such as: output rotation, advanced management of the area of interest and unlimited layer resizing capabilities.

**VIO 4K** can be easily controlled directly from the front panel thanks to a large 3.5' TFT color screen offering live visualization of sources as well as audio. A Web Server is also available to control **VIO 4K** through Ethernet and USB plugs.

### Ascender 48-4K, Powerful Multi-screen Seamless Switcher with outstanding new features

**Ascender 48-4K (Ref. ASC4806-4K)** is a powerful Multi-screen Seamless Switcher with 48 Scalers. At the Gitex, the **Ascender 48-4K** will be shown featuring an unparalleled new operating mode, the Perspective Layers. Available as an option for all **Ascender 48-4K** units, including units already in the field, Perspective Layers allow animation of live layers with a virtual viewing perspective in real time with X,Y,Z axis rotation control. In Perspective mode, the **Ascender 48-4K** can display 3 Perspective Layers per output plus a native background. Using the Monitoring output, the operator can display the Perspective Layers on a preview in real time in order to see and arrange all layers and presets. Creation and management of the Perspective Layers can be controlled directly from the **Ascender 48-4K's Web RCS**, a user-friendly interface.

In addition, the **Ascender 48-4K** will be shown using the Cut & Fill feature, a new functionality available on all the **LiveCore™** systems. Pairing two layers with the **Web RCS** - one containing a grey level source (Cut), the other one a live source (Fill) - the unit can display perfectly keyed content to achieve non-rectangular smooth-edged key layers. The cut can be either a live source synchronized with the fill or a still picture.

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, 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.

