

For immediate release

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Analog Way exhibits SmartMatriX Ultra, a new Multi-Screen Seamless Switcher NAB Show 2013 – Booth #SL4229

March 2013 – Analog Way is pleased to exhibit SmartMatriX Ultra (Ref.SMX12x4), a new high-end Matrix Seamless Switcher. Based on Analog Way's new LiveCore™ platform, the SmartMatriX Ultra offers state-of-the-art live processing and multi-screen management for impressive presentations. It will be exhibited in Analog Way's booth #SL4229 during NAB Show, from April 8 to 11 in Las Vegas, USA.

SmartMatriX Ultra (Ref.SMX12x4) is a high-end 12x4 Scaled Native Matrix with ruggedized design for outstanding durability. It offers versatile AV connections for any set-up 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. Included SFP Cage on the outputs is compatible with a large choice of SFP Optical modules. **SmartMatriX Ultra** supports any source from composite video to 2560x1600, and outputs a variety of formats including HD-TV and Computer format up to 2560x1600 and 4K.

The new state-of-the-art LiveCore™ platform

SmartMatriX Ultra features **Analog Way's** new **LiveCore™** platform offering powerful live image seamless processing and switching.

The machine provides 2 true seamless scaled layers per output, which can be controlled individually in time and transition. All layers are uniformly considered, meaning any source can be fully resized. Up to 50 frames and 50 logos can be easily stored in the device memory via a USB plug. They are all fully resizable and support all settings and transitions of the layers. The Native Background allows creative customization and an additional 3rd layer on any output.

With 2 independent true seamless scaled layers per output, **SmartMatriX Ultra** provides dedicated live processing for demanding presentations.

SmartMatriX Ultra offers a Full Preview for all 4 outputs with all PIPs available, as well as a customizable Live Source Mosaic Monitoring on an independent output. All sources and layers can be displayed in real time on the Program, the Preview and the Live Source Mosaic Monitoring output.

Additive modularity for impressive solutions

Two units of the **SmartMatriX Ultra** can be linked. In this configuration, inputs and outputs are shared and added, thus resulting in an impressive 24x8 Scaled Seamless Matrix system + 2 customizable mosaic previews.

In Mixer mode, sources can be perfectly mixed and switched, using PIPs and transitions without restriction. Hard Edge is also available on the **SmartMatriX Ultra**, allowing both horizontal and vertical wide displays.

User-friendliness and comfort of operation

SmartMatriX Ultra can be controlled directly from its front panel or using a Web Remote Control Software.



The front panel offers a large TFT color display with a new graphic user interface allowing the monitoring of sources directly on the screen. A new specific operating mode is directly available on the LCD screen for quick use of the device.

To facilitate the preparation of any presentation, a new optimized web-based Remote Control Software (**Web RCS**) was specifically designed by **Analog Way**. 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 **SmartMatriX Ultra**. 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.

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.

