Analog Way's Eikos² Raises the Game at the Japan Expo in Paris
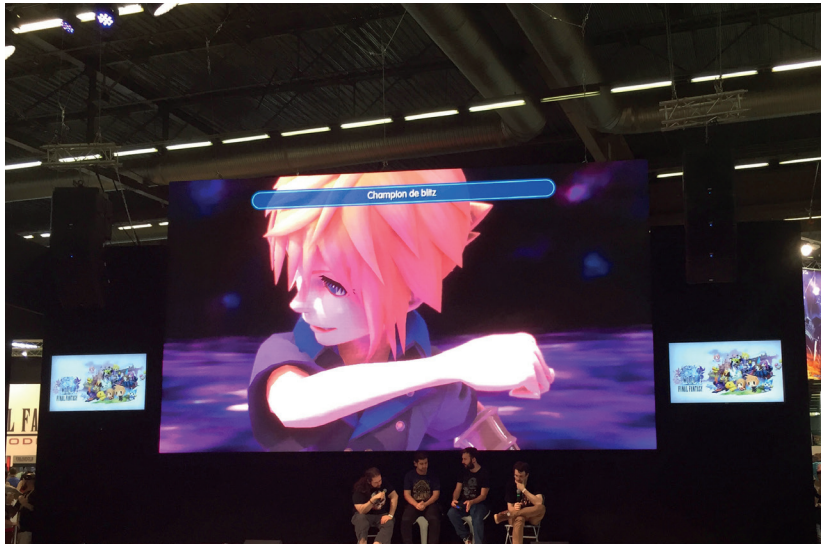

Square Enix booth with wide LED wall for live gaming experience

Customer:
NEXXT France

Final client:
Square Enix

Location:
Paris Nord Villepinte Exposition Center, France

Industry/Market:
Rental & Staging

Analog Way products:
• Eikos²
• RCS²

In July, Paris hosted the Japan Expo, a full-scale video game show dedicated to the Japanese culture. Square Enix, a Japanese video game company best known for developing role-playing video games such as Final Fantasy was one of the major exhibitors.

For the audiovisual design of the booth, Square Enix contracted NEXXT France, a young French company that provides audiovisual services through innovative solutions. In the middle of the 550m² booth, NEXXT France put a 30m² LED wall and two LCD side screens above the main stage which was intended for host conferences, signing sessions, etc. Marc Gloria, CEO of NEXXT France, explains the concept of the booth, *"The LED screen was the main element of the booth. No one could miss it. Our client wanted visitors to test games and watch live demos on a large display."*

To feed the screens, Marc Gloria chose the **Eikos²**, a seamless switcher based on the **Analog Way Midra™** platform. He needed a reliable mixer offering powerful video processing capabilities, and the **Eikos²** made the difference through its very low processing latency. The mixer produced a display of instantly live images that were routed from the consoles in order to offer visitors an optimal gaming experience.

Some functionalities of the **Eikos²** were decisive in choosing the product. Firstly, the "Custom Output Formats" functionality enabled Gloria to define the unusual 2016 x 1152p output resolution. According

to him, *"Unlike other mixers, the **Eikos²** supports a resolution higher than 1920 x 1080p, precisely what we needed."* Secondly, the mixer had to be compatible with the HDCP protocol to ensure that the content would be displayed correctly.

NEXXT France used four inputs of the **Eikos²**: live images were authored in the two Sony PlayStation 4 consoles, and two computers contained videos for the lateral screens. The **Eikos²** was used in matrix mode with its two outputs: content from the consoles was routed to the LED screen, and videos were routed to the side screens through a splitter.

To operate the **Eikos²**, Marc Gloria opted for the **RCS²**, on-board software offering an intuitive control of all seamless switchers based on **Analog Way**'s **Midra™** series. He comments on his choice, *"All the manipulations and switching operations were handled through the interface. When necessary, it allowed us to be reactive and change the layout very quickly during live games."*

NEXXT France specializes in video, lighting and sound. Whether dealing with tradeshows, corporate events, concerts, festivals or fashion shows, NEXXT France offers cutting-edge expertise and tailor-made support. For the teams at NEXXT France, every project is a challenge to meet; and they have the knowledge to meet it.

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.