

The Processing and Conversion Technology Specialist

Powerful and Adaptive presentation Systems
for Premium Integrations



ANALOG WAY®
Pioneer in Analog, Leader in Digital



High-end Video Processing Solutions for Premium Integrations

Analog Way is an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution. Relying on over 26 years of experience, Analog Way has

a strong knowledge of the Pro AV industry. We offer powerful solutions chock-full of smart features tailored for the most demanding integration project.

- EXTRA WIDESCREEN PROJECTIONS
- LED WALLS
- MULTI-SCREEN PROJECTIONS
- 4K ULTRA HD

In order to develop powerful and adaptive systems that meet ever-demanding expectations, Analog Way pays close attention to the needs of project managers, planners and integration

firms in charge of AV systems design and implementation. We conceive and manufacture our products based on the following core values:



Power and event-like features

To answer the needs of prestigious installations, **Analog Way** stretches the limits of technology to offer the same level of power and versatility seen in the event industry, within the frame of constraining fixed automated environments.

Powerful processing capabilities combined with seamless transitions, animations and effects allow for the creation of impactful and flawless visual environments.



User-friendliness and operational comfort

Despite the sophistication of our systems, we make it a point of honor to provide intuitive and easy-to-use user interfaces. Compatible with any computer platform and with a very short learning curve, our GUIs allow the greatest ease of setup and operation and can be easily handled by non-technical users.

We also offer an extensive choice of intuitive control solutions to better answer your specific application: powerful event controllers, compact remote keypads, mobile Apps, etc.



Scalability and optimized uptime

To guarantee long-term investment, and in addition to future-proof design, **Analog Way** products are made of carefully qualified high-grade components that meet the highest quality standards in the industry (UL and CE certifications).

With a modular architecture and numerous available options, you can extend the systems' capabilities to address your exact specifications in terms of inputs, outputs and layering abilities.



Customization possibilities and simplified integration

In addition to a robust and powerful hardware, **Analog Way** provides software and systems integration tools including drivers and programmers' guides for better interoperability.

Through minimal programing, these software modules allow for the building of comprehensive and custom solutions for a centralized and simple graphic control of any presentation venue and content.



- **Varied display configurations:** 4K Ultra HD, widescreen and multi-screen projections, LED walls
- **Flawless content management:** State-of-the-art imaging, great PIP capabilities and optimized layer management
- **Numerous stunning embedded effects and transitions:** Cut & Fill, True A-B Mix, Background Cut, exclusive real-time Perspective Layers, and more

- **Fast and easy installation and operation:** our embedded intuitive GUIs include detailed menus that will help you configure and fine-tune our systems
- **User-friendly management** through drag & drop and touch screen capabilities
- **Safe and flawless control** with customizable monitoring output and Confidence monitor

- **The latest in digital connectivity:** all common AV signals + 4K Ultra HD
- **A comprehensive systems environment:** we deliver a large range of mixers, controllers and accessories to perfectly match your specifications
- **Remote control and maintenance tools**

- **Precompiled Crestron & AMX drivers for optimized devices control and management**
- **Possibility of centralized control** on a single Crestron touchscreen using AW VideoCompositor
- **Visualization of the whole scene** with layer positions, display of sources and logos with dynamic snapshots, PIP source management through drag & drop, capability to change position and size of a layer through a flick of a finger, etc.



Analog Way: Rugged Powerful Systems for Your Mission-critical Presentation Environments

Analog Way offers commanding high-end products that fit a great variety of applications. We proudly provide the largest range of presentation

Our wide array of systems is capable of answering the needs of a great variety of high-end installations including: auditoriums, boardrooms, courtrooms, stadiums and arenas, houses of worship, museums,

switchers in the world to achieve a top-notch visual experience through sources management, distribution and animation, Picture-In-Picture, and more.

theme parks and attractions, concert halls and more. All of our systems have in common:

Mission-critical reliability

Stunning effects for captivating presentation environments

Simplified integration and ease of operation

Education
Museum
Auditoriums
Command Centers
Museum
Theme parks
Corporate AV
Military
Education
Government
Stadiums
Worship Centers
Boardrooms
Command Centers
Corporate AV
Theme parks
Museum
Stadiums
Worship Centers



Scottish Exhibition and Conference Center



Institution of Engineering and Technology

Field-proven worldwide: They rely on us

Here is a non-exhaustive list of integration projects where our systems have been used:

Corporate AV

- Amazon®
- BBVA
- Cisco™
- Coca Cola®
- Comcast®
- Corning Inc.
- Dassault Systèmes
- FedEx®
- HSBC
- IET (Institution of Engineering and Technology)
- JP Morgan Chase
- Morgan Stanley
- National Geographic™
- Novo Nordisk®
- Omnicom
- PepsiCo
- Royal Bank of Scotland
- Safran
- Samsung
- Sanofi Pasteur
- Volkswagen

Education

- Bloomsburg University
- Edhec Business School
- Graz University of Technology
- Malcolm X College (Chicago)
- National University of Singapore
- University of Applied Sciences Düsseldorf
- University of Calgary
- University of Cologne

- University of Hong Kong
- University of Kentucky® College of Arts and Sciences
- University of Kunshan
- University of Macau
- University of Texas - Dallas
- UT Southwestern Medical Center
- Wellcome Trust Genome Campus

Venues

- ACC Liverpool (Arena and Convention Centre)
- AT&T Stadium
- Belfast Waterfront
- Centro Cultural de Belém Foundation
- City of Dreams Casino in Macau
- Disneyland® Paris - Frozen Summer Fun
- Genting Casinos
- ICC Birmingham (International Convention Centre)
- La Géode
- Laznia Nowa Theatre in Krakow
- Leipzig Zoo
- Louis Vuitton Fondation
- Manggha Museum of Japanese Art and Technology in Krakow
- Messe Berlin
- National Gallery Singapore
- Palo Alto High School Media Arts Center
- Q Center
- Queen Elizabeth II Conference Center
- Scottish Exhibition and Conference Center
- Sedona Film Festival
- Tate Modern Museum London
- Tippet Rise Art Center Olivier Music Barn

- Tivoli Congress Center
- United States Holocaust Memorial Museum
- Universal Studios Hollywood™&©
- Universal Studios Singapore™&©
- The Venetian Macao® Resort - Hotel - Casino
- WalMart® - Walton Arts Center

Worship Centers

- Beech Street First Baptist Church
- Campus Crusade for Christ™
- Chase Oaks Church
- Christian Stronghold Church
- HighPointe Church
- Hilsong Church
- House of Faith Church
- Kota Kinabalu Church
- Saint James Church
- Tallowood Baptist Church
- Valley Baptist Church

Government & Military

- European Parliament
- Lockheed Martin/Space Systems Company
- National Institute of Health
- Supreme Court of Singapore
- The Institution of Engineering and Technology
- The Pentagon
- World Health Organization



Analog Way: A Global Leader You Can Trust

Since 1989, Analog Way has developed and manufactured a wide range of equipment dedicated to Professional Audio Visual applications.

From the beginning, Analog Way has been a constant pioneer in the industry, developing cutting edge solutions for the most demanding Pro AV applications.



- Presentation Mixers with Edge Blending capabilities
- Seamless Scaling Matrix Switchers
- Event Controllers and Remote Keypads
- Scan Converters with Embedded Audio
- Multi-format Converters

Analog Way’s headquarters, research, design, and production are located in Paris, France, where the company was founded. Since its

creation, **Analog Way** has introduced over 175 innovative products to the Pro A/V market.

Taken to the next level

Since Adrien Corso was appointed CEO in 2009, **Analog Way** has been leading a strategic shift that aims to offer world-class products to our clients in terms of quality, reliability and relevance.



Adrien Corso, CEO

- **A high-end offer:** with a team of talented professionals, **Analog Way** designs and manufactures innovative and future-proof systems compliant with the strictest certifications and latest technologies.
- **Enhanced user experience:** through innovative design ensuring optimal ease-of-use, as well as pre and after sales support and training offers, we intend to help our clients make the best out of our systems.
- **A reliable and durable partner:** always aware of the changes in technology, **Analog Way** spearheads continuous innovation and releases regular firmware upgrades so that our systems’ owners continue to enjoy the most advanced solutions in the Pro AV market.

A fast-growing company



x2

Turnover doubled in 2015 compared to 2013



Products sold in more than 75 countries

A strong orientation to innovation and service



18%

Turnover invested in R&D annually

+10%

Growth in R&D personnel annually since 2009



Training opportunities for customers & operators



A growing network of certified training and repair centers worldwide

Passion for technology



The passion for technology is a part of Analog Way’s DNA. This passion was inherited from the company’s founders, two highly-skilled engineers and AV fans. Throughout its development, **Analog Way** has made a point of exploring new technologies to design smart solutions that will support clients in a variety of applications.

A history of innovation



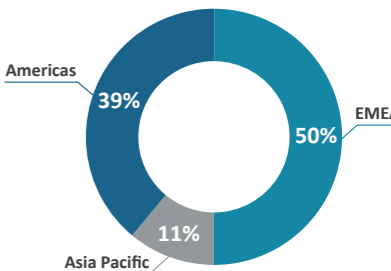
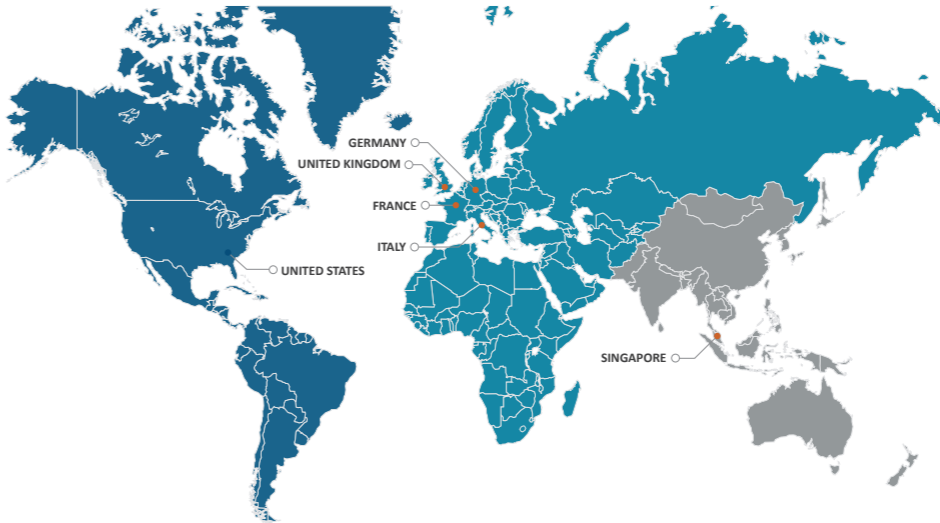
Thinking outside of the box has been a recurring theme at **Analog Way** since its creation in 1989. This strong focus on innovation and desire to challenge established ideas has resulted in renowned world’s firsts, including the first Seamless Switcher, first Mixer/Seamless Switcher, first Mixer with embedded Soft Edge Blending mode, and first AV Mixer with real-time Perspective Layers.

Committed to our clients



Through ongoing dialogue with AV professionals, **Analog Way** is capable of offering the most advanced solutions for the Pro AV presentation system market. Regular firmware updates are provided to make our clients’ investments long-lasting. To help users take full advantage of their systems, **Analog Way** has also developed a training program tailored to our user’s individual needs.

A global actor with worldwide locations



Turnover breakdown per area

2

Subsidiaries

3

Regional sales offices



Extensive network of distributors and reps

www.analogway.com

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