

The Processing and Conversion Technology Specialist

High-end versatile systems for the Event Industry



ANALOG WAY®
Pioneer in Analog, Leader in Digital



Top-notch video processing solutions for stunning visual experiences

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 live events industry and offers reliable and creative systems that will help you captivate your audience.

EXTRA WIDESCREE PROJECTIONS

LED WALLS

MULTI-SCREEN PROJECTIONS

4K ULTRA HD

In order to develop innovative and future-proof systems that meet your ever-demanding expectations, Analog Way pays close attention to the needs of live events professionals.

We design and manufacture our products based on the following core values:



Highly creative capabilities

By actively investigating in the technologies of the future and inquiring about the needs of the event industry, **Analog Way** is at the forefront of innovation.

After the introduction of several world's first through its history as a company, **Analog Way** keeps on searching for the technological breakthrough that will take the presentation market to the next level.

One of our major focuses is to provide creative effects and transitions that will help you catch the attention of your audience and create a true wow factor.



Unparalleled comfort of utilization

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 system and with a very short learning curve, our Web RCS and RCS² allow the greatest ease of setup and operation.

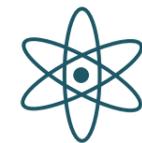
In addition, **Analog Way** provides additional software and tools, including Apps, making our systems even more easy to use and monitor in the field. Ultimately, we strive to offer you total peace of mind.



Versatile and scalable systems

To fit a variety of applications, our products natively include versatile connectivity, an extensive set of formats, and powerful layering capabilities.

For even more impressive shows, our systems' architecture is adaptable and allows for smart scalability: several units can be combined with inputs, outputs and processing capabilities shared and added. Such versatility ensures the best utilization of each product and optimal ROI.



Reliability and full service

Because there is no room for error in the Pro AV industry, **Analog Way** thinks deeply about the design of its systems to ensure optimized uptimes and durability: all products are made of carefully qualified high grade components and tested in independent laboratories.

A full team of talented professionals is at your service worldwide. For a safer and richer user experience, we provide remote services and maintenance tools, as well as a comprehensive training program, a real breeding ground for expert operators in the **Analog Way's** systems worldwide.

- **Varied display configurations:** 4K Ultra HD, widescreen and multi-screen projections, LED walls
- **Optimized presets management** thanks to an innovative Sequencer
- **Captivating embedded effects:** Perspective Layers, Cut & Fill, True A-B Mix, Background Cut and more

- **Fast and easy set-up:** plug-and-play systems
- **User-friendly management:** drag & drop and touch screen capabilities
- **Flawless show control:** customizable monitoring output and Confidence monitor
- **Safe last-minute changes:** intuitive interface designed for live management

- **The latest in digital connectivity:** all common AV signals + 4K Ultra HD
- **Scalable processing and display capabilities:** advanced link mode to multiply power
- **Best learning efficiency** through multi-platform/multi-user graphic interfaces
- **Varied control solutions:** Event Controllers, Remote Keypads, Graphic Interfaces and Apps

- **High quality products:** manufactured in Western Europe
- **Demanding qualification processes:** compatible with the highest international standards, including UL and CE certifications
- **Durability and reliability:** rugged design and innovative systems for protection against power issues
- **Expertise and service:** a wide community of certified operators, remote control and maintenance tools





Analog Way: When your event deserves unsurpassed presentation technology

Analog Way offers high-end powerful products to successfully manage a great diversity of events. We proudly provide the largest range of presentation

From corporate meetings to large-scale concerts, including international product launch events, we provide a wide array of systems capable of answering your needs.

Our products are designed to allow you to manage a great variety of

switchers in the world to accomplish sources management and distribution, Picture-In-Picture, stunning animations, and more.

display layouts, and are flexible enough to convey messages in the most attractive and effective way.

All our systems have in common:

Mission-critical reliability

Fast and easy management

Top-notch effects for captivating visual experiences

Exhibitions
Product Launch Events
Concerts
TV shows
Fashion Shows
Meetings & Conferences
Conventions
Live music
Awards & Gala Dinners
Product Launch Events
Concerts
Shareholder meetings
TV shows
Exhibitions
Conventions
Opening Ceremonies
Live music
Tradeshows
Conventions



Launch of the Samsung Galaxy Note 4



Ermenegildo Zegna fashion show



Guus Meeuwis annual series of concerts



International Congress of Airbus Suppliers

Field-proven worldwide: They rely on us for their events

Recognized for their reliability and highly creative performance, Analog Way's Presentation Mixers are utilized by a great number of Rental & Staging companies worldwide. The Analog Way solutions are ideal to achieve flawless and stunning visual experiences that will make an impression among the audience.

Here is a non-exhaustive list of clients or events managed using our products:

- 25th Anniversary of the fall of the Berlin Wall
- American Heart Association
- Apple Inc.
- Audi AG
- Backwoods Music Festival
- Canadian Imperial Bank of Commerce
- Change Lingerie fashion show
- Cincinnati Reds™
- Ed Sheeran Summer Tour
- Ermenegildo Zegna fashion show
- Etihad Airways™
- Evernote®
- Facebook®
- Ford
- Google
- Goya Foods, Inc.
- Hyundai
- Jakarta International Jazz Festival
- Java
- L'Oréal
- Mercedes-Benz
- Microsoft®
- NCAA Basketball®
- Nike®
- Porsche®
- Rock en Seine Festival
- Rugby World Cup 2015
- Salesforce
- Samsung
- Sanofi
- Shiseido
- The World Economic Forum
- Total
- UEFA Champions League Cup Draw
- UNESCO
- Walmart®



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 Rental & Staging markets.



- 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

With Adrien Corso appointed as CEO in 2009, Analog Way has operated a strategic shift aiming at offering the best products to our clients in terms of quality, reliability and relevance.



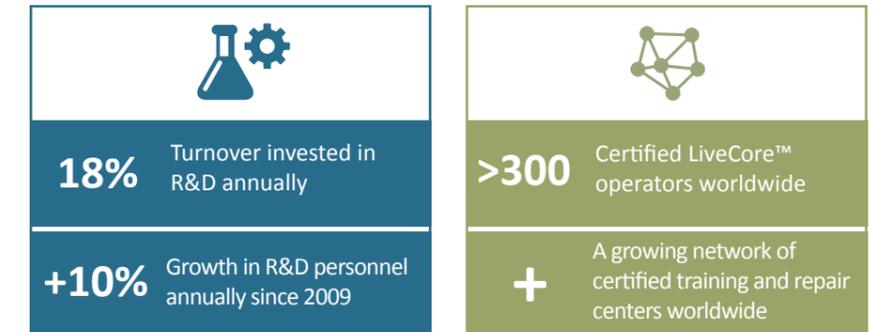
Adrien Corso, CEO

- **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:** eager on 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



A strong orientation to innovation and service



Passion for technology

Part of Analog Way's DNA, the passion for technology 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 their varied applications.



A history of innovation

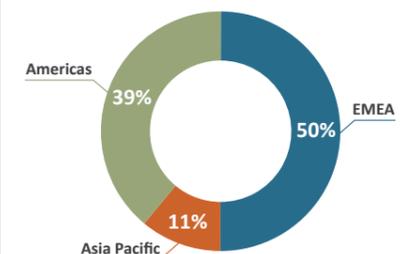
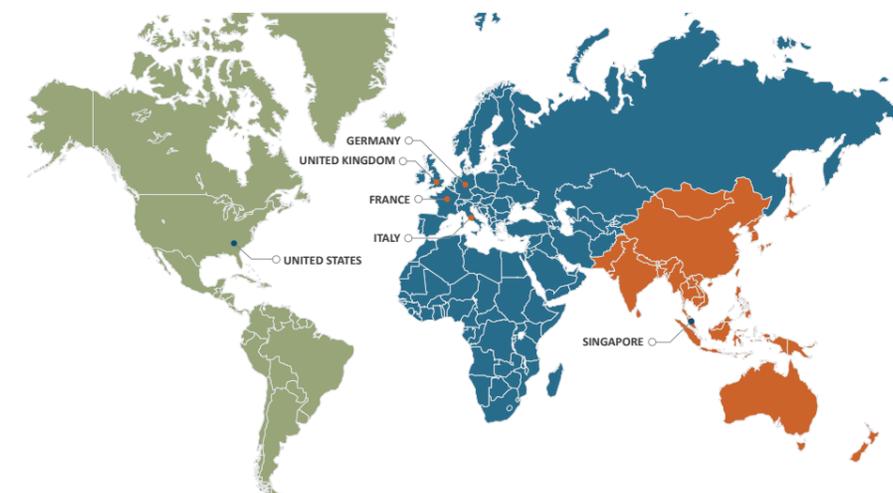
Thinking outside of the box has been Analog Way's leitmotiv since its creation in 1989. This strong focus on innovation and desire to challenge established ideas has resulted in renowned world's firsts, including the first Seamless Switcher, first Mixer/Seamless Switcher, first Mixer with embedded Soft 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 durable. To help users take full advantage of their systems, Analog Way has also developed a training program tailored to individual needs.

A global actor with worldwide locations



Turnover breakdown per area

- 2** Subsidiaries
- 3** Regional sales offices
- +** An extensive network of distributors and reps

www.analogway.com

Analog Way SAS - Headquarters

2/4 rue Georges Besse
92160 Antony
FRANCE
Tel.: +33 (0)1 81 89 08 60

Analog Way Inc.

3047 Summer Oak Place
Buford, GA 30518
USA
Tel.: +1 212 269 1902

Analog Way Pte Ltd

152 Beach Road
#15-03 Gateway East
SINGAPORE 189721
Tel.: +65 6292 5800

Analog Way Germany

Tel.: +49 7161 5075668

Analog Way Italy

Tel.: +39 02 39493943

Analog Way UK

Tel.: +44 (0)7 913 993 182

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