

AWesome

Analog Way E-Newsletter

July - August 2005

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Hopefully all of you are enjoying the warm summer weather. We are happy to provide you with some reading material to occupy some of your down time in these last few weeks of summer before our Sept/Oct version of AWesome is issued.

If you would like your company or one of your customers to be featured in our next E-newsletter in a ? Customer Testimonial? chronicle, please email jhenri@analogway.com with information on the show or on the installation, and **Analog Way** products used. We would be delighted to showcase your story in our columns.

Joanne Henri

Marketing/Communication Manager

PRODUCT FOCUS

More details on V-Scale & V-Scale Plus, the scalars with the best price/performance ratio on the market

V-Scale is a cost-effective video scaler that accepts video sources (Composite & S.Video) to be displayed on high resolution LCD, DLP, plasma or video projectors. **V-Scale** offers multiple display output resolutions up to 1600x1200 and frame rate conversion. **V-Scale** features a PC RGB input in order to easily switch video and PC sources.

V-Scale Plus combines the function of a **V-Scale**, and features BNC?s, RGB and YUV component input and a DVI output. The **V-Scale Plus** can drive up to 3 displays simultaneously and features a full frame memory.

Last but not least, the ?**Scalars-on-Demand** ? offer is now available to our customers. The company is now able to propose Scalars customized to match any specific requirements such as number of input, casing, PCB only, etc? Minimum quantities are required, check with your local **Analog Way** representative.



HIGHLIGHTS

Houses of Worship Advertorial

In the July/August issue of Church Production Magazine (USA), page 106, you will find our brand new House of Worship advertorial.

Find out how Churches use some of our products such as the **Octo Fade** or the **CentriX**, in their environment.

We thank all of the Houses of Worship who participated in this project.

See the advertorial [here](#)



TRUE COLOURS DISTRIBUTION LTD Certified Analog Way User Training Days in UK

Our distributor in United-Kingdom, True Colours will be running free **Analog Way** user training days starting on August 8 to the 12 in their main office. Each day will be broken down into 2 sessions and will include:

- ? Using and understanding **EventiX** (Hands On),
- ? Training on **Show Manager OE** and how to set up a Soft Edge show using EventiX (Hands On),
- ? Using and understanding the **Octo-FX** (Hands On)

For more information, do not hesitate to visit True Colours web site: www.true-colours.net

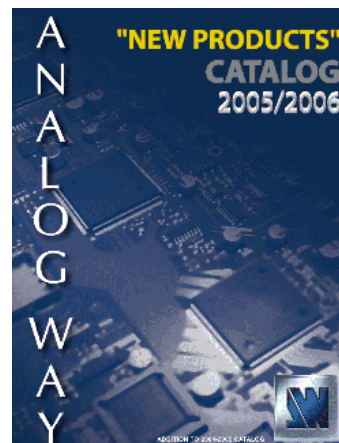
2005-2006 ?New Products? Catalog now available

Analog Way has released its 2005-2006 New Products catalog and CD-ROM. In the catalog, you will find our most recent products such as the **V-Scale**, **V-Scale Plus**, **VIO 1600** and **Ultra-Vio**, etc.

You will also discover for the first time, numerous application notes on our Seamless Switchers product range. Therefore, you have sections dedicated to ?Switching simultaneously iX and Octo range Seamless Switchers?, ?Seamless Switching with Matrix mode?. You can also go through the ?Powerful effects of **EventiX** and **CentriX**".

This brand new catalog completes the former 2004-2005 catalog in which you have the remaining of our product ranges such as the Scan Converters and others. Therefore do not replace one catalog by another.

If you would like to obtain a copy of either the paper version or the CD-ROM version, send us an email at marketing.n@analogway.com specifying which version you would like to receive.



SHOWS, SHOWS, SHOWS...

IPALS Singapore

With our Singapore partner, Visual Contact, we participated to IPALS held in Singapore from June 22nd to 24th. At the show, **Analog Way** presented the **EventiX**, **Show Manager OE** and **Cross Blender**. The **CentriX**, **VIO 1600**, **Ultra-Vio** and the complete **Octo** range were also showcased.



InfoComm USA ? We broke attendance records on our booth

Analog Way broke attendance records on our booth at Infocomm USA held in Las Vegas from June 8th to June 10th. **Analog Way** definitely benefited from it. The booth was constantly full and the **EventiX** Soft Edge Blending solution gathered a large crowd in our demonstration area. The visitors were especially impressed by the moving PIP, our new ?jaw-dropping? effect. The **Ultra-Vio**, the **V-Scale** and **V-Scale Plus** also grabbed the visitors? attention. Finally, we were extremely glad to greet those of you who had the chance to make the trip to InfoComm. We signed up for next year and are sure will have plenty of hot stuff to demonstrate again.



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