



ANALOG WAY®

PRESS RELEASE- For immediate release

Sales Contact:

Alexander Schopff
Tel:+33 1 64 47 16 03
Email: saleseuro@analogway.com

PR Contact:

Amandine Teyssier
Tel: + 33 1 64 47 14 14
Email: marketing.a@analogway.com

Analog Way welcomes foreign rental & staging companies for a new training session focused on Soft Edge Blending

August 2008 - Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers organized in July a new session of its **training program Analog Days** and welcomed customers from different European and Middle Eastern countries to offer them a training session focusing on **Soft Edge Blending**.

To enhance the service provided to its customers and the end users of its products, **Analog Way** developed a training program called **Analog Days**. On July 23rd, **Analog Way** was pleased to welcome customers from Poland, Russia and the United Arab Emirates for a new session dedicated to **Soft Edge Blending** that took place in its headquarters located in Paris.

Soft Edge Blending consists of the set up of a large screen image using multiple video projectors with overlapping areas that make the seams between projectors invisible. The demand for this type of installations and shows is rapidly growing due to the profound impact of the presentations enabled by this technology. This application requires specific techniques from the calculation of the screen size to the adjustment of image parameters in order to obtain a perfect seamless image.

During the entire day, theoretical explanations of the **SEB** technology were presented as well as practical cases with a **SEB** screen using **Analog Way's Di-VentiX**, a full digital computer & video up/down mixer scaler switcher, and the remote controller **Axion**, with the opportunity for hands-on participation.



The attendants receiving their Soft Edge Blending Certificate of Achievement and Analog Way's staff

"This training was a great opportunity to have a chance to share, compare and learn more. For those who work with the Di-VentiX and other Analog Way products every day, it has a great value," commented Piotr Majewski from the company MOOV (Poland).

About Analog Way

Founded in 1989, Analog Way is a leading designer and manufacturer of innovative image converters with worldwide locations (USA, France and Singapore). 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. For further information, do not hesitate to visit our website at: <http://www.analogway.com>

For more information, please contact our PR department at +33 1 64 47 16 03 or send an email to: marketing.a@analogway.com