

## Press Contact

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**For Immediate Release**

## Analog Way introduces full 4K resolution on the LiveCore™ series - InfoComm 2014 – Booth #C7125 -

**May 2014 – Analog Way is pleased to introduce full 4K resolution on the LiveCore™ series of Premium AV Switchers. With the new 4K technology, it offers the latest generation of HDTV standards (UHD & DCI 4K). An Ascender 48-4K will be unveiled in Analog Way's booth #C7125 during InfoComm 2014, on June 18-20 in Las Vegas, USA.**

As technology continues to evolve, **Analog Way** brings a significant improvement to the **LiveCore™** series of AV processors with the addition of new connectors: HDMI 4K and DVI 4K. Three HDMI 4K inputs and 2 x DVI 4K outputs will be available on the **SmartMatrix Ultra**, **Ascender 32** and **Ascender 48**. The **NeXtage 16** will come with 2 x HDMI 4K inputs and 1 x DVI 4K output.

Several frame rates are available as 4K/30P 4:4:4, 4K/60P 4:2:0 or 4K/60P 4:4:4 according to the reference. The **LiveCore™** series supports 3840x2160 (UHD) and 4096x2160 resolutions (native resolution for DCI-compliant 4K). The option will be available for systems already in the field.

Full 4K will be available from fall 2014 as an optional feature on all **LiveCore™** Presentation Mixers, including early stage units already in the field.

The powerful processing capabilities of the **LiveCore™** series allows managing different 4K display combinations without losing the use of true seamless layers. To ensure optimum efficiency, the **LiveCore™** series offers the ability to perfectly switch a 4K native background or 4K layers. Advanced layer management ensures the highest flexibility: when one output is disabled, its layers can be added to another output, resulting in up to 12 true seamless layers per output in 2K, or 6 layers in 4K.

Thanks to the **LiveCore™ Output Expander** which adds up to 4 outputs to 12x4+1 **LiveCore™** models, the features are amplified and offer other powerful combinations around 4K resolution for input and output. Custom Monitoring will allow personalization of the Preview/Monitoring output with the ability to display all sources in 4K.

An **Ascender 48-4K** will be demonstrated during InfoComm in **Analog Way's** booth #C7125. The unit will be controlled through the **Web RCS**, a user-friendly user interface enabling operators to fully prepare a high resolution show and control it live.

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of presentation switchers and image converters with worldwide locations. 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.

