

For Immediate Release

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Analog Way releases new Apps and bolsters its offerings of Software and Tools

September 2014 - Analog Way, a leading designer and manufacturer of innovative presentation switchers and image converters, is pleased to announce the immediate availability of AW Toolbox. This wireless App to remotely operate the LiveCore™ series of AV processors completes Analog Way's recent line of software and tools released to help operators get the most out of the high-end mixers.

Analog Way is pleased to announce the availability of **AW Toolbox**, a mobile App designed to control the **LiveCore™ series** of presentation mixers. The wireless application offers the ability to fine-tune any multi-projector Soft Edge Blend, recall presets and Master presets with seamless transitions, and easily configure the processor's inputs and outputs, all via WiFi. In addition, **AW Toolbox** displays sources and logos through dynamic snapshots automatically refreshed every second. Compatible with Android™ tablets and Apple iPad, **AW Toolbox** is available on both the Google Play Store (\$19.90 – 14.90€) and iOS App Store® (\$19.99 – 17.99€).

Philippe Vitali, Integration and Application Software Director, explains: *"In order to make the operation of our LiveCore™ mixers even simpler, we've designed AW Toolbox to offer remote control. Through its user-friendly interface, operators can now easily operate their system with a tap or flick of a finger, wherever they are in their show area".*

In addition to **AW Toolbox**, **Analog Way's** Integration and Application Software team has released a series of free tools to provide support to users in their daily operations.

Among them, **AW Gateway** allows up to 5 simultaneous connections to one single **Analog Way** switcher that does not natively support multiple controllers.

The **AW Screen Frame Cutter** was designed for Soft Edge Blending applications. The tool helps split any wide-screen image into multiple still backgrounds including overlaps very easily.

Finally, **Analog Way** released the **AW EDID Editor**. This free software allows users to create and edit any standard EDID files to ensure optimal compatibility between sources and display systems. **AW EDID Editor** can be used within any application no matter the systems involved.

These tools are all available as free downloads on www.analogway.com and are all compatible with Windows and Mac OS X.

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.



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