

Under Embargo until July 26, 2017

Analog Way Announces HDBaseT™ 4-Play Support On Four Midra™ Series Models

Antony - France (July 17, 2017) – Analog Way has announced HDBaseT™ enhancements to four systems based on its popular Midra™ product family. QuickMatriX - H, Pulse² - H, SmartMatriX² - H and Saphyr - H now offer improved connectivity and HDBaseT™ (HDBT) support for the SI market. They will maintain the same key software features users value for live events, fixed installations, houses of worship and educational facilities.

The **Midra™ series** delivers Analog Way's uncompromising processing and high-quality manufacturing in a cost-effective, easy to use range of products with outstanding value-for-price. Introducing HDBT support on **QuickMatriX - H**, **Pulse² - H**, **SmartMatriX² - H** and **Saphyr - H** further boosts the units' versatility. The systems have been designed using HDBT Alliance specifications ensuring interoperability with other HDBT-certified products.

HDBT inputs on the units support video, embedded audio and Ethernet pass through; the first two HDBT inputs on each model support PoE+. HDBT outputs support video, embedded audio, Ethernet pass through, plus RS-232 and IR control. In all four models, HDMI and HDBT output plugs are active and mirrored.

QuickMatriX - H (QMX150-H) is an 8x2 true seamless matrix scaler. It features:

- 8 seamless inputs – 12 plugs: 2x 3G-SDI, 2x HD15, 2x DVI, 4x HDMI, 2x HDBT with PoE+
- PRG 1: 1x HDMI and 1x HDBT
- PRG 2: 1x HDMI and 1x HDBT
- 3G-SDI output



Pulse² - H (PLS350-H) is a multi-layer, high-resolution mixer and seamless presentation switcher. It features:

- 8 seamless inputs – 12 plugs: 2x 3G-SDI, 2x HD15, 2x DVI, 4x HDMI, 2x HDBT with PoE+
- PRG 1: 1x HDMI and 1x HDBT
- PRG 2 or PRW 1: 1x HDMI and 1x HDBT
- 3G-SDI output



SmartMatriX² - H (SMX250-H) is high-resolution 10x2 true seamless matrix scaler. It features:

- 10 seamless inputs – 16 plugs: 4x 3G-SDI, 2x HD15, 2x DVI, 4x HDMI, 4x HDBT (2x with PoE+)
- PRG 1: 1x HDMI and 1x HDBT
- PRG 2: 1x HDMI and 1x HDBT
- 3G-SDI + CVBS + YbrPb output



Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is an innovation-driven designer and manufacturer specializing in computer and video signal processing and distribution. Since 1989, Analog Way has developed and manufactured a wide range of equipment dedicated to Professional Audio Visual applications, including mixers and seamless switchers, event controller and multi-format converters.

Analog Way's products are used around the globe in major venues, boardrooms, control rooms, museums, hospitals, houses of worship, and military and security installations. Major international broadcast organizations, including national TV stations, ENG/production houses, and post-production studios have relied on Analog Way's advanced technologies for more than a decade.

Analog Way's Headquarters, research, design, and production are located in France, where the company was founded. Its products are distributed by the company's direct sales offices (USA, Singapore, United Kingdom, Italy and Germany) and through an extensive network of distributors, dealers and representatives.

Press Contact:

Philippe Vitali
 Communications & Marketing Director
 Tel: +33 (0)1 81 89 08 73
philippe.vitali@analogway.com

www.analogway.com

Saphyr - H (SPX450-H) is a multi-layer, high-resolution mixer and seamless switcher. It features:

- 10 seamless inputs – 16 plugs: 4x 3G-SDI, 2x HD15, 2x DVI, 4x HDMI, 4x HDBT (2x with PoE+)
- PRG 1: 1x HDMI and 1x HDBT
- PRG 2 or PRW 1: 1x HDMI and 1x HDBT
- 3G-SDI + CVBS + YbrPb output



These four new models can receive and send signals up to 330 feet (100m) over a shielded CAT 5e/6 cable.

RK350 and **AMX/Creston** drivers have been updated to support the enhancements.

In addition to new HDBT support, **QuickMatriX - H**, **Pulse² - H**, **SmartMatriX² - H** and **Saphyr - H** continue to offer advanced video effects for AV presentations; real-time, ultra low-latency image processing; true seamless switching; advanced audio management and a user-friendly drag-and-drop GUI. The **Midra™ series** is controllable via standard automation drivers and advanced IT protocols.

Analog Way expects to begin shipping these models with HDBT enhancements in September 2017.

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