

Analog Way's NeXtage 16 Brings Flexibility to Scottish Exhibition and Conference Center

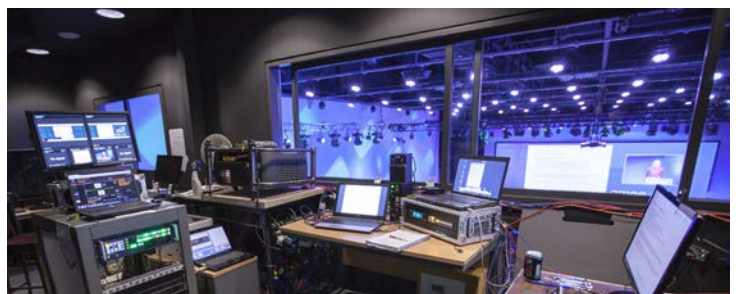


Scottish Exhibition and Conference Center, Glasgow, Scotland

The Scottish Exhibition and Conference Center (SECC) located in Glasgow, Scotland, provides a wide range of conference, exhibition and concert facilities. Recently, the SECC chose to upgrade the most commonly used venue, the Lomond Auditorium (624 seats), that mainly hosts medical and corporate conferences. The auditorium has been upgraded with **Analog Way's NeXtage 16**, a powerful seamless presentation mixer with soft edge blending capabilities. The **NeXtage 16** serves for the 12x4m projection screen fed by 4 x Christie 8K projectors.

Tony Edwards, Technical Manager at the SECC explains the upgrade: *"The plan was to give clients lots of flexibility. We want our clients to have unfettered access to all aspects of the boardroom, including all audiovisual tools. It is also a means of being ahead of competition in terms of what we provide as audiovisual. We compete with several other conference centers so we have to provide a better facility than the others."*

In terms of application, the **NeXtage 16** is used to do soft edge blending projections and to create PIPs. Controlled through the **Web RCS**, **Analog Way's** user-friendly graphic interface, the **NeXtage 16** is operated by external technicians. Edwards explains: *"We wanted something easy for technicians to make live changes such as the top layer, the background and so on. The **NeXtage 16** allows these changes to be made while the conference is occurring and enables us to make these adjustments without the audience even knowing it. It's very difficult to do that with other products. It also provides better processing in terms of image quality and numbers of layers."*



The Lomond Auditorium boardroom

**Analog Way, Pioneer in Analog, Leader in Digital**

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

**Press Contact**

Amandine Teyssier

Tel : +33 (0)1 81 89 08 73

E-mail : amandine.teyssier@analogway.com

Marion Van de Graaf

Tel : +33 (0)1 81 89 08 73

E-mail : marion.vandegraaf@analogway.com

