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## Press Release

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### Lawo introduces innovations at IBC

#### Launch of new products, field-tested systems and solutions on show

In a world premiere, Lawo will present in Amsterdam on booth 8.C71 in hall 8 a new, innovative highlight of the mc<sup>2</sup> mixing console series. The latest mc<sup>2</sup> console will surprise by its new dimension of intuitive operation, efficiency, flexibility and ease of use. The launch will take place on Friday, September 7 at 11.30 am at the Lawo booth.



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Furthermore, showcased for the first time in Europe will be Lawo's first video device: the V\_\_pro8. Lawo has developed the V\_\_pro8 for displaying video power on a small footprint, the perfect tool to connect signals of different video formats as well as between audio and video. High quality cross format conversion, colour correction as well as embedding and de-embedding makes the V\_\_pro 8 a compact and powerful video processor, building bridges between video formats. Modern high density audio connections such as RAVENNA and MADI provide video-to-audio bridges within the studio infrastructure. A modern GUI based on HTML5 is the interface for easy handling in day-to-day work. The V\_\_pro8 combines a number of different tasks in one tool, thus guaranteeing maximum efficiency and greatest operating safety at significant reduced cost.



Lawo will present itself as RAVENNA partner, exhibiting its continually expanding RAVENNA product range: for the first time in Europe, Lawo showcases the new developed boards based on RAVENNA IP technology. Operating in Lawo routing systems (Nova73 HD and mc<sup>2</sup> HD core), they excel by a high channel count, offering 256 bi-directional mono channels at 48kHz or 96kHz at a latency like MADI.

User-friendly, efficient, innovative – the Lawo Broadcast Applications bundle comprises the stand-alone software solutions of JADE, EDIT and VisTool, which combine into an integrated system for continuous processes and greater efficiency in daily production, supporting journalists and editors in their every-day routine. With this package, Lawo offers easy-to-use, coherent solutions that keep the technology almost invisible. In a demonstration area on the Lawo booth 8.C71, visitors can experience the software's assistance in real-live situations.

Also on show are the mc<sup>2</sup>66 broadcast and production desk as well as sapphire and crystal consoles for radio broadcast applications.

## **Lawo introduces innovations at IBC**

### **Lawo AG**

Lawo, headquartered in Rastatt/Germany, specialises in developing, designing and manufacturing mixing consoles and matrix systems for radio and TV broadcasters, as well as for use in live events. Standards of high quality and innovative technology are supported by more than 40 years of experience in the field of professional audio technology.

Lawo's product range covers digital audio mixing consoles for use in radio, broadcast, production and live applications, including the required software. In addition to the provision of matrix systems and audio networks, Lawo also carries out project engineering tasks and acts as a main contractor for radio OB trucks; these services include user training and maintenance. This high level of expertise results in a comprehensive support service for Lawo customers.