

For Immediate Release

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Analog Way names Jay Gonzalez as VP Americas

January 2015 - Analog Way, a leading designer and manufacturer of innovative presentation switchers and image converters, is pleased to announce the appointment of Jay Gonzalez as new Vice President for the Americas.

Effective January, 1, 2015, Jay Gonzalez joined **Analog Way** as new VP Americas. He succeeds Alexander Schöpff, who led the New York based subsidiary since 2011, strongly contributing to the expansion of **Analog Way**.

In his new role, Jay Gonzalez will be responsible for the supervision of operations and sales activity for the US, Canada and Latin America. He will report directly to Adrien Corso, Chief Executive Officer at **Analog Way**.

As a 20 plus year veteran, Jay Gonzalez brings extensive knowledge and experience in the Pro AV industry. This will be of great value to reinforce **Analog Way's** existing business as well as develop new opportunities in other markets.

Prior to joining **Analog Way**, Jay Gonzalez served as Sales & Technical Director for **tvONE**. He also worked as VP of Sales at **Technical Innovation**, a premier design and build integrator, and as National Engineering Manager for **Panasonic Broadcast & Television Systems Company**.

Adrien Corso, CEO at **Analog Way** states: *"We are thrilled to have Jay Gonzalez join us. Jay is a seasoned and most respected professional that fits perfectly in our new corporate culture. As we share the same ambition for the company, Jay is without a doubt the perfect leader to undertake **Analog Way's** renewed momentum in the Americas and help us further develop business in the region."*

Jay Gonzalez comments: *"In recent years, **Analog Way** has truly come of age. With the introduction of the **LiveCore™** series, **Analog Way** has demonstrated a passionate commitment to excellence and creativity. I had been a distant admirer of this company for quite a while. As Vice President of the Americas, I now have an opportunity to work closely with an excellent team of inspired professionals. Together, I look forward to reaching many more exciting milestones."*

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.

