

Analog Way and LANG Seal Distribution Agreement

Analog Way and LANG AG announce their new distribution agreement for Germany and the United Kingdom through LANG UK.

Already successfully supplying the rental and staging sector with Analog Way's premium AV processors since 2014, LANG AG positions itself as a full-range provider for both high-end standard offerings and custom requests of system integrators. LANG AG has been a fully certified training and service partner for Analog Way, and the LANG ACADEMY has been providing high-quality training on Analog Way's products, which are in high demand by European AV technicians, for years.

Thanks to this new distribution agreement, LANG AG and LANG UK will strengthen their position as valuable partners for rental and staging companies, event service providers, system integrators and retailers by offering complete solutions from the innovative pro AV manufacturer.

France-based Analog Way is well known for its leading-edge, high-end AV converters and presentation switchers. Analog Way gained a lot of attention with two of its latest products launches: VIO 4K, a mission critical video processor originally designed for the rental and staging market, and PULSE2-H, a true seamless presentation switcher, which addresses the premium corporate market with its specific HDBaseT processing. The powerful 4K multi-output seamless switchers and videowall processors of the LIVECORE series remain the flagship of Analog Way offerings and are typically used for live high-end presentations and to create massive video canvases involving great numbers of video outputs.

Tobias Lang, CEO of the LANG AG, sums up: "We value the strategic cooperation and the continuous exchange regarding the latest developments with Analog Way. Offering our customers the best possible service by providing a well-rounded portfolio of reliable, trendsetting products for signal management has always been our central principle."

Adrien Corso, CEO of Analog Way, adds «We are excited to extend our collaboration with LANG in these two major countries. Thanks to this new partnership, we are convinced that our German and British customers will benefit from the best support possible, not only in rental and staging but also in our growing fixed installation market as well.»

From now on Analog Way's German and British users will be in a position to benefit from LANG's most remarkable value added service approach, which includes: rental, finest pre-sales and after-sales support, project business, advanced repair processes and extensive training.

Analog Way - Pioneer in Analog, Leader in Digital

Analog Way is one of the world's leading designers and manufacturers of innovative equipment dedicated to the professional audio visual industry. Since 1989, Analog Way has developed and manufactured a wide range of high-end solutions and reliable equipment for professional AV applications including video wall processors, mixers and seamless switchers, event controllers and multi-format converters, as well as software and integration tools. With the acquisition of the Finnish media server manufacturer Picturall, Analog Way added an extensive range of heavy-duty media servers to its portfolio. Analog Way products provide premium solutions for Rental and Staging, Corporate, Broadcast, Institutional, Education, and House of Worship markets around the globe.

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About LANG AG

LANG AG is one of Europe's leading wholesalers – for hire and for sale – of visual presentation technologies. As a reliable and capable partner, LANG guarantees the highest quality in its product range and service. Due to continuous research and development, LANG is always at the cutting-edge of presentation technologies. Under the name SOLUTIONS4AV, LANG AG develops, designs and produces individual product solutions for professional users in the AV industry. Due to its independence in the market and experienced specialists as contacts, manufacturers as well as customers use the intensive exchange of experience in product development, the design of projects and prior to purchasing decisions. Support services, even as an official service centre for well-known manufacturers, supplement the sales and complete the range of services of LANG AG. Two independent companies were founded 2017 by LANG in Switzerland and the UK. From now on LANG-Baranday in Zurich and LANG UK in London will serve the European market together with LANG.

www.lang-ag.com

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