



## ***PRESS RELEASE- FOR IMMEDIATE RELEASE***

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### ***Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, is celebrating its 20<sup>th</sup> anniversary***

**January 2009 - Paris, France – Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers is pleased to celebrate in 2009 its 20-year anniversary.**

Founded by Marc Loret and Pierre Berthet, two pioneers in the computer to video scan conversion technology field, the company **Analog Way** will celebrate its 20-year anniversary in 2009. Over the past 20 years, **Analog Way** has become a real forerunner thanks to the development of solutions that revolutionized the A/V industry. Located close to Paris, France, the company designs and manufactures its products in France.

Among the flagship products developed by **Analog Way**, the Graphic Switcher, launched at NAB 1999, is the first ever “Seamless Switcher” of the market designed for “live” events and operations. The company moved further in 2002 with the Graphic Switcher II allowing multi-screen applications. The iX range was then introduced to enhance **Analog Way**’s Soft Edge Blending solutions, with products such as the EventiX, Di-VentiX and Di-VentiX II, the newest product of the range launched in 2008. **Analog Way** product line includes a full array of high resolution mixers and seamless switchers, scan converters, scalars / switchers, interfaces and event controllers. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets.

The company also expanded its international presence with the constitution of an important network of distributors, dealers and representatives, as well as two subsidiaries, **Analog Way Inc.** located in New York, USA, and **Analog Way PTE** in Singapore.

Building on 20 years of experience, **Analog Way** is determined to reinforce its innovation policy and to enhance customer service, with among other actions, the launch of the Analog Days in Asia and in the US, a training program inspired by the success of the sessions already organized in Europe.

*“Analog Way is proud to celebrate its 20<sup>th</sup> year of success. We remain among the leaders in the rental & staging and House of Worship as we keep on developing innovative, versatile and high technology products. As always, fulfilling our customers’ needs will remain our primary focus. We continuously keep an eye on the market trend and use our technical expertise in Pro A/V to respond to customers’ demand by producing user-friendly, flexible, quality products. These strengths combined are the primary reasons why we aim for a significant growth increase in 2009. To conclude, I would especially like to thank our product users, distributors, consultants and partners, for their trust. Rest assured that this year will be full of surprises”,* states Marc Loret, President and Co-Founder of Analog Way.

### **About Analog Way**

Founded in 1989, Analog Way is a leading designer and manufacturer of innovative image converters with worldwide locations (USA, France and Singapore). 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. For further information, do not hesitate to visit our website at: <http://www.analogway.com>

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