



**ANALOG WAY®**

<http://www.analogway.com>

***PRESS RELEASE – FOR IMMEDIATE RELEASE***

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***Analog Way is celebrating the 10th anniversary of Analog Way Inc., its American subsidiary and announces the relocation of its US Headquarters***

**September 2008 - Analog Way**, a leading designer and manufacturer of innovative image converters and presentation switchers is pleased to celebrate the 10-year anniversary of its American operations, whose Headquarters are for the occasion, moving to a new facility.

**Analog Way Inc.** was set up in September 1998 in New York. The opening of the subsidiary concretized the North-American market penetration strategy initiated by the France based company for several years.

Ludovic Mellot, Vice President of **Analog Way Inc.**, oversees the sales and operations of the US, Canadian, Caribbean and South American markets. He manages a team of professional people with technical, administrative, sales and great customer service skills. For the last 10 years, this constantly growing team has worked together in order to develop **Analog Way's** brand and market shares in the territory.

Being close to the market and attentive to customers' feedback, **Analog Way Inc.** has reached a perfect implementation of the demand, specific to this territory. It enables the company to provide customers with adapted solutions and the most advanced products.

Over the years, strong relationships were built resulting in the constitution of an important network of representatives, dealers, system integrators and distributors.

After 10 years of existence, the American subsidiary shows outstanding results: **Analog Way** is a brand recognized in the entire American and Canadian territories. The market share for Analog Way has drastically increased and the New York office team grew notably to provide the best support to our ever growing customer base.

In order to pursue its expansion and better serve its customers, **Analog Way Inc.** is moving to a new facility. The new office, located on Broadway in New York, is larger than the current office and more adapted to the flourishing activity of the subsidiary. **Analog Way Inc.** is determined to reinforce even more its customer service quality and reactivity in order to keep expanding on the American continent.

*"We are proud of the achievement we made over the past 10 years and are very thankful to the ever growing number of customers who have helped us reach this success and showed their trust in our brand.*

*Looking at the future is even more exciting... Innovative products, constantly improved customer support and service, new offices with larger space and a new show room. Even training and education will be on the menu! If you haven't switched to Analog Way yet, it is time to do it!"* stated Ludovic Mellot, Analog Way Inc.'s Vice President.

**Effective October, 1st 2008, the new address is:**

**Analog Way Inc.**

**299 Broadway, Suite 1620**

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**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>