



PRESS RELEASE- For immediate release

Sales Contact:

US: salesusa@analogway.com
Europe: saleseuro@analogway.com
Asia: sales@analogwayasia.com

PR Contact:

Amandine Teyssier
Tel: + 33 1 64 47 14 14
Email: marketing.a@analogway.com

***Analog Way announces the appointment of its new
Worldwide Marketing and Communication / Customer Service Director***

September 2009 - Analog Way, designer and manufacturer of innovative image converters and presentation switchers, celebrating its 20-year anniversary, is pleased to announce the appointment of Franck Facon as new Worldwide Marketing and Communication / Customer Service Director.

In August 2009, Franck Facon was appointed new Worldwide Marketing and Communication / Customer Service Director at Analog Way.

Between 2002 and 2008, Franck Facon was Sales Manager for the French market at Analog Way. During this period, he strongly contributed to the expansion of the brand in his territory. Relying on a deep knowledge of the A/V market acquired in the field, he also intervened as Project Manager for different marketing missions.

Before joining Analog Way, Facon worked more than 10 years in the audiovisual sector with various sales and marketing functions.

As part of his new responsibilities and in collaboration with the General Management of the company, Facon participates in the elaboration of Analog Way's marketing strategy. With the help of his marketing and communication team, he is in charge of implementing the defined strategy to develop and promote Analog Way products, and maximize the company's visibility worldwide.

Also at the head of the technical support teams of the group and its subsidiaries in the US and Asia, Facon's mission is to establish a new performing and innovative Customer Service department to better support Analog Way's customers and partners.

Adrien Corso, CEO at Analog Way, declares: *"We are pleased to have Franck as our new Worldwide Marketing and Communication / Customer Service Director. His technical background, outstanding knowledge of Analog Way products and of the overall audiovisual market will be instrumental in the implementation of the company's business mission."*

"I am pleased to have accepted this mission. I am excited to take up new challenges and to contribute to the development of the company. Our first ambition is to offer even more innovative and intuitive solutions to our customers together with enhanced services", states Franck Facon.

Analog Way – 20 years of innovation

Analog Way is a leading designer and manufacturer of image converters and presentation switchers 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 additional details, do not hesitate to visit our website at: <http://www.analogway.com>

For more information, please contact our PR department at +33 1 64 47 16 03 or send an email to: marketing.a@analogway.com