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PRESS RELEASE

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Analog Way 2007-2008 New Interactive Catalog

Massy, September 27, 2007 - Analog Way, a leading designer and manufacturer of innovative image Converters and Seamless Switchers, releases the new version of his products catalog for the years 2007 - 2008. This new edition is available in print and in CD Rom in a new interactive version.

With a new presentation and complete new Ranges, Analog Way presents its High Resolution Seamless Switchers and Consoles, Presentation Switchers, Scan Converters, Scalers, Up/Down Converters, Interfaces, Boosters and Cables.

Each product is presented with a comprehensive description, pictures, technical specifications, as well as applications, advices, product comparison tables and a glossary. The colored tabs provide clear and easy access to the different families of products.

Analog Way also launches a new revamped web site, available online from October 1st.

To receive the new catalog in print or in CD Rom, please call 212-269-1902 or e-mail salesusa@analogway.com.

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 www.analogway.com.

Product photos are available upon request. Contact our PR department at + 33 1 64 47 16 03 or send an email to marketing.s@analogway.com