



PRESS RELEASE- FOR IMMEDIATE RELEASE

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Analog Way announces new distributor for the Korean territory

Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, is pleased to announce that IONESystem has recently been appointed as authorized Analog Way distributor for the Korean territory.

IONESystem started its operations in 2008 and delivers the most advanced technologies for the integration of AV systems for the overall Korean territory.

“The Korean market is one of the most innovating for advanced technologies”, says Park Ji In, Overseas Manager of IONESystem. “We are really glad to do new business with Analog Way and it should be excellent business. Analog Way can show great talent to meet customers’ demands”, adds Park Ji In.

“Korea is one of the major markets in the Asia Pacific Area; it is a mature business area with many opportunities. We are already satisfied with our two current partners for the Broadcast and Installation markets. Starting to work with IONESystem will enable Analog Way to be well represented and to further develop our brand’s image in the Rental Staging Business. Our collaboration is promising as the Management Team has been well experienced in the A/V Industry for a long time and is able to offer a complete service from the pre sales to the after sales”, explains William Roddes, Asia Pacific Branch Managing Director of Analog Way. “Mr. Park and I share common overviews on the business and methods of work; in spite of the economic crisis impact in Korea we are confident for 2009”.



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Analog Way – 20 years of innovation

Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, will celebrate in 2009 its 20th anniversary. The company, with worldwide locations (USA, France and Singapore), 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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