



PRESS RELEASE- FOR IMMEDIATE RELEASE

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Analog Way announces new distributor for broadcast solutions in the United Kingdom

September 2009 - Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, is pleased to announce that Bright Space Technologies has recently been appointed as authorized Analog Way distributor for its Broadcast Range of products in the United Kingdom. The Analog Way AV range of products will continue to be available through AV equipment supplier True Colours.

Analog Way is pleased to expand its distribution with new UK representation awarded to **Bright Space Technologies**. Bright Space will add Analog Way's Broadcast range of products, including the Broad Scan array of Scan Converters, to the lines it distributes.

Colin Clarke, Senior Technical Sales & Support Manager for Bright Space is very pleased about this new collaboration: *"We look forward to a long and happy association with Analog Way and to placing these excellent solutions with the users who will appreciate the quality, design and ease of operability offered"*.

Bright Space Technologies is a distribution company supplying Broadcast, Audiovisual and IT equipment to video dealers and system integrators. The company has been formed with the desire to meet the requirements of the AV & Broadcast trade, to have a true set of values that encompasses the challenges of today's convergence market.

Thanks to a combined experience based on practical use, installation and support that comes from over 20 years of involvement in the industry, Bright Space provides not only quality products but professional support, training and consultancy services to the trade.

Thanks to the new collaboration with Bright Space, Analog Way plans to expand its broadcast activity in the UK. Alexander Schöpf, EMEA Sales Director at Analog Way explains: *"Analog Way is delighted to appoint Bright Space as exclusive broadcast distributor in the UK. We are confident that Bright Space's expertise and long-time experience into the broadcast market combined with Analog Way's state-of-the-art solutions will allow us to further develop our presence in the territory and enhance the quality of service provided to broadcast companies."*



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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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