



## ***PRESS RELEASE – For Immediate Release***

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## ***Analog Way introduces its new solutions in Japan***

**Singapore, September 2009 – Analog Way Pte ltd., the Singapore based subsidiary of Analog Way for the Asia-Pacific market, introduced its newest solutions to Japanese companies through a three-day roadshow.**

In order to introduce its newest solutions to its local distributor and A/V companies, Analog Way Pte ltd. organized a three-day roadshow in Japan at the beginning of September 2009.

William Roddes, Analog Way Asia Pacific Sales Director, presented Analog Way's new products to Mix Wave, its distributor based in Tokyo, as well as to different Japanese rental & staging companies.

Among the products demonstrated were several models of Analog Way's Hi-Resolution Mixers Seamless Switchers, including the brand new **Opus**, the **Di-VentiX II**, as well as the new remote console **ORCHESTRA** and the **Axion**.

After a presentation of the products, William Roddes went through several demos of these solutions, separately or in different combinations, to present some of the configurations offered by the machines, including Soft Edge Blending.

Thanks to these demos, the different companies could appreciate the great capabilities of Analog Way's devices and their ease of use.

*“The Japanese market is fascinating and challenging”, declares William Roddes. “I am very glad to have presented our new solutions to different leading rental and staging companies, with the support of Mix Wave, our partner in Tokyo. We received excellent feedbacks after the roadshow. We forecast a promising future for Analog Way solutions in Japan”, concludes William Roddes.*

As part of Analog Way's commitment to increase its market penetration in Asia Pacific, Analog Way Pte ltd. will organize new roadshows in the coming weeks to bring its latest solutions closer to its partners and customers.

### **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 20<sup>th</sup> 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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