

## **ANALOG WAY rewards its Best Sales Rep for 2006!**

New York, USA – August 29, 2007 - Analog Way, a leading designer and manufacturer of innovative Image Converters and Seamless Switchers, is pleased to reward Bart Wood, from EDA Marketing, for his outstanding sales results in 2006. Wood has been selling Analog Way products for the past 3 years in the Southeast region. Ludovic Mellot, Vice President of Sales, stated: "We are thrilled to be represented by skilled professionals like Bart who are always going the extra mile to support a constant growing number of customers". As Analog Way's Best Sales Rep in '06, Wood was offered a trip for two, to Paris, France.

### **Bart Wood's professional evolution**

Bart Wood started his career designing and building whole house automation and theater systems. His projects ranged from the standard weekend warrior who wanted to feel at the movie theatres' to elaborating million dollar A/V systems in multi-million dollar estates. After a while, he decided to explore another industry: the Pro A/V one. Bart was hired by a local system integrator as a sales engineer. Excelling for only 6 months, Bart was promoted to a sales manager position. With five years of experience under his belt in commercial A/V, he decided to take his skill set to the next level by accepting a sales representative position at EDA Marketing. He covered the states of Alabama, Georgia, Mississippi and the region of Panhandle in Florida. After a short but impressive two years of hard work, Bart had improved the sales of his territory by over 1.5 million dollars! Shortly after InfoComm 2007, Bart was promoted to Sales Manager at EDA Marketing. He is now in charge of leading the efforts of five hard working reps. covering 11 states in the southeast and southwest.

### **EDA Marketing Inc.**

Established in 1997, EDA Marketing Incorporated now covers the whole southeast and southwest central regions, including the Caribbean's. EDA Marketing is only interested in representing quality manufacturers that will appreciate and work with a sales organization striving to be the best in their field. They pride themselves on being accessible to their customers and manufacturers. Since EDA's sales representatives' compensation is based on performance, customer service can not be stressed enough.

### **About Analog Way**

Founded in 1989, Analog Way is a leading designer and manufacturer of innovative 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 further information, do not hesitate to visit our website at:  
<http://www.analogway.com>

