



**ANALOG WAY®**

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**PRESS RELEASE**

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**Analog Way ships the longest full DVI Copper Cable**

***Analog Way sets a new record at 230ft for a DVI Copper Cable***

New York, US – June 19, 2007 - Analog Way, a leading designer and manufacturer of high-end switchers and converters, showcases the longest full resolution DVI copper cable on the market. This new cable can drive high definition display devices with definition up to 1600x1200 or 1080p@60Hz on a distance as long as 230 ft (70m). This new DVI Cable is the longest of the new range launched by Analog Way. 100ft, 130ft, 165ft, 200ft and 230ft long cables are also available with the same capabilities.

*“The capability to design and manufacture this cable is the result of the unique combination of Analog Way know-how and use of high speed, state-of-the-art components”* declares Ludovic Mellot, VP at Analog Way. *“We see a growing demand for DVI solutions and long distance does not mean anymore: loss of quality or expensive”*.

This new range of cables comes with a built-in equalizer and can be used between any DVI compliant devices, including Analog Way awards winning Seamless Switcher “Di-VentiX”. The outstanding performances of this new solution will greatly help to accelerate and secure AV integration while avoiding use of alternative expensive solutions.

**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: <http://www.analogway.com>

Product Photos available upon request. Please contact our PR department at +33 1 64 47 16 03 or email us at: [marketing.s@analogway.com](mailto:marketing.s@analogway.com)