



ANALOG WAY®

European Sales Director promoted at ANALOG WAY

Paris, February 1st 2006 - Analog Way, a leading designer and manufacturer of innovative image converters, is pleased to announce that Alexander Schöpff formerly area Sales Manager, has been promoted European Sales Director. Based out of Analog Way headquarter in Paris, France, Alexander Schoepff will now oversee the management of sales in Europe and further develop dealer relationships within this region.

"Alexander is instrumental in growing Analog Way's business in Europe. We are confident that Alexander will strengthen our sales network and expand it to regions we believe there is potential for growth", declares Paul Schoukroun, Vice-President Sales & Marketing at Analog Way. "Alexander nomination is one step towards deployment of Analog Way strategy to reinforce customer relationship and quality of support ", adds Schoukroun.

Alexander joined Analog Way close to three years ago as Sales Manager. During this period, he was part of the sales development team, covering mainly Germany and the Eastern countries. Alexander has over 10 years of B to B sales experience in IT and the Audiovisual Industry. Alexander holds a Business School graduate.

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>

