



Analog Way and LANG BARANDAY Seal Distribution Agreement

Analog Way and LANG BARANDAY AG announce their new distribution agreement for Switzerland.

Through this new distribution agreement, LANG BARANDAY AG strengthens its position as a valuable partner for system integrators and retailers by offering the complete range of Analog Way's innovative solutions.

France-based Analog Way is well known for its cutting-edge image processing solutions comprising, among others, the VIO 4K multiformat converter and the Picturall range of media servers. The powerful 4K multi-output seamless switchers and videowall processors of the LiveCore series remain the flagship of Analog Way offerings and are typically used for live high-end presentations and to create massive video canvases involving great numbers of video outputs.

"We value the strategic cooperation and the continuous exchange with Analog Way regarding the latest developments," says Nicola Votta, CEO of the LANG BARANDAY AG. "Analog Way's solutions perfectly complement the existing LANG BARANDAY portfolio across the entire distribution spectrum, offering our customers the best possible service with future-oriented AV products."

"We look forward to working with **LANG BARANDAY** in Switzerland," adds Adrien Corso, CEO of Analog Way. "We trust that this new partnership will strengthen our development in rental and staging as well as in our growing fixed installation market. »

Analog Way users can rely on LANG BARANDAY's comprehensive services, which include: rental, pre- and after-sales support, project business, extended repair processes as well as training.

For years, the LANG ACADEMY has been providing high-quality training on Analog Way's products, which are in high demand by European AV technicians. In September 2018, LANG BARANDAY launched the Swiss equivalent of the LANG ACADEMY and will offer, from 2019, Analog Way training sessions in Zurich for Swiss customers.

LANG BARANDAY AG will exhibit at the upcoming IMS tradeshow in Luzern, from 23 to 25 September 2018 and will display the Analog Way VIO 4K multiformat converter, as well as the Pulse²-3G presentation switcher and the Picturall media servers in the opposite HDR/Whisper Lounge (Hall 2, Stand 2007).

About LANG BARANDAY AG

LANG BARANDAY AG is a Swiss wholesaler of visual presentation technology and its peripherals. BARANDAY AG was founded in 2006 by Nicola Votta. Thanks to its extensive technical know-how, it is recognized since then as an important pillar of the Swiss AV market. The company specializes in the rental and sale of video equipment. Service and maintenance of professional equipment complete the range of services of LANG BARANDAY AG, in addition to training courses. The merger in 2017 with LANG AG in Lindlar enabled the Swiss company to expand a portfolio of suppliers that continues to grow.
www.lang-baranday.ch



About Analog Way

Analog Way is a world-leading designer and manufacturer of innovative equipment dedicated to the professional audiovisual industry. The company's portfolio includes a wide range of award-winning multi-screen presentation systems, media servers, event controllers and multi-format converters, designed to deliver uncompromising video presentation experiences to high-end staging and premium system integration. For 30 years, Analog Way has provided advanced processing technologies, which accommodate a large range of applications, from massive video wall installations to large corporate events worldwide. www.analogway.com

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