



PCB Digital Named Official Reseller for Analog Way in Australia and New Zealand



Analog Way, world leading designer and manufacturer of innovative image processing systems, is pleased to announce a new agreement with PCB Digital to distribute its entire range of products in Australia and New Zealand.

With over 25 years experience in national and international digital projects, PCB Digital relies on its independence to treat each client project on an individual basis and tailor products and service solutions selecting the best equipment according to specific requirements and budget. As part of their commitment to customers, PCB provides a 5 star service and maintenance agreement with every project delivered.

“In an effort to bolster our presence in the Australian and New Zealand markets, we endeavored greatly to find a unique in-country partner capable of providing our customers with much more than sales and logistics,” says Jay Gonzalez, President of Analog Way Americas, in charge of the Australian and New Zealand markets. “In PCB Digital, we found a team of professionals who are highly skilled in product and technology and thus are able to provide exceptional customer experience throughout the sales and post-sales cycle; a holistic approach which has become essential in selling complex technologies to sophisticated buyers,” added Mr Gonzalez.

“Creating a strategic alliance with a leading international company such as Analog Way opens new opportunities for our clients,” says Christopher Day, Director at PCB Digital. “With Analog Way’s responsive, interactive and flexible equipment offerings, we can broaden our product and service solutions to clients, maximizing the capabilities of their digital assets.”

About PCB Digital

PCB Digital is an independent digital business, with over 25 years experience in national and international digital



projects. Based on Sydney's Northern Beaches, PCB manages projects throughout Australia, New Zealand and Asia using highly trained network of staff. PCB's beliefs are based around the philosophy that customers' needs come first. The company's approach focuses on the ideal product outcome for each of the customers.

Discover **PCB Digital's** website:

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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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