

Press Contact

For Immediate Release

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New distribution partnership between Analog Way and Ligra for Italy

February 2015 – Analog Way, a leading designer and manufacturer of presentation mixers and image converters, is pleased to announce the conclusion of new partnership with Ligra. Effective January 2015, Ligra distributes Analog Way's systems in Italy.

Analog Way is pleased to open a new distribution partnership concluded with **Ligra**, for Italy. Relying on more than 40 years' experience, **Ligra** is a leading distribution player of pro AV solutions in Italy. The company is an authorized partner and distributor for some of the major brands in the Pro AV market, ensuring to provide the best solution that fits any need from small meeting room to the setup of a large arena show.

*"We're proud to welcome the **Analog Way** products among our Pro AV catalogue. The goal of this new distribution agreement is a deeper penetration into the Italian market with a high-end range of solutions capable to grasp the real needs of system integrators, rental technicians and designers."* Gianluigi Cravedi, CEO at **Ligra**.

*"We are pleased of this partnership concluded with **Ligra**, for distributing our high-end solutions over Italy. The company has a strong experience in distributing major AV pro brands and also the expertise for implementing systems in demanding installations",* explains John De Cet, EMEA Sales Director at **Analog Way**.



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Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of presentation switchers and image converters with worldwide locations. 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.

