

Press Contact

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For Immediate Release

Analog Way LiveCore™ systems available for rental from Paragon Projection

July 2015 - Analog Way, a leading designer and manufacturer of high-end presentation switchers and image converters, is pleased to announce a new partnership with the AV rental specialist company Paragon Projection in the UK. Effective July 1st Paragon Projection will have Analog Way's LiveCore™ systems available for rental all over the UK.

Analog Way recently initiated a new partnership with **Paragon Projection**, one of the largest trade AV Rental companies specializing in dry hire for over 15 years, in the UK. The company, based in the Midlands and Central London, provides high-end projectors and professional display equipment for exhibitions, conferences & training seminars.

Paragon Projection is adding **Analog Way's LiveCore™** series of Premium Presentation Mixers to their inventory. Several **Ascender 16-4K** and **Ascender 48-4K** units will be available for rental from July 1st.

Mark Davies, Sales Manager at **Paragon Projection Ltd** states: *"We have been looking into investing in high-end switching equipment for a while now and when **Analog Way** launched their **LiveCore™** series we realized it was the perfect solution. One of the key factors' when making our decision to invest in the **LiveCore™** series is the versatility of the range where the units can be used on their own for small events or multiple units can be linked together for larger events. Within a fleet of high end projectors and displays, the **LiveCore™** series will fit perfectly into our rental inventory."*

John De Cet, EMEA Sales Director at **Analog Way** comments: *"**Paragon Projection** is the first dry hire cross rental company for professional AV equipment in the UK. The company has a fleet composed of the latest display technologies, and **Analog Way** is proud to have its **LiveCore™** series as part of their inventory. This new partnership will enable **Analog Way** to better serve the UK market while relying on **Paragon Projection's** expertise."*

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.

