

## Analog Way Acquires Finnish Media Server Manufacturer Picturall

Paris, November 2017 - Analog Way today announced the acquisition of Picturall, a well-established manufacturer of high performance media servers based in Finland. Analog Way is an internationally renowned manufacturer of high-end video processors, dedicated to premium niches in commercial audio-video presentation markets. This acquisition brings together two innovation champions of the Pro AV industry, with aim of merging their synergistic core competencies into new and exciting turn-key solutions for their staging and fixed installations customers.

With the acquisition of Picturall, Analog Way adds heavy-duty media servers to its current product portfolio of high-end real-time video processors and thus strengthens its position as market leader in the design and manufacturing of mission critical high-performance presentation solutions.

With more than 10 years of experience in the development and manufacturing of advanced media servers, and an impressive number of first-in-kind products and technologies in their field, Picturall today offers leading solutions in terms of media playback performance and I/O management capabilities. Based on a rock-solid Linux software platform, Picturall media servers are famous for their outstanding reliability and the user-friendliness of their control interfaces. Picturall media servers have a proven track record of numerous successful installations worldwide and offer the perfect tools for premium AV playback missions and largescale display control.

Adrien Corso, Analog Way's CEO, states "We are pleased to welcome Picturall's team in the Analog Way group. They are young veterans of the media server industry and genuine experts of media management technologies. We are proud to expand our product portfolio with Picturall's media server solutions. Their reputation for reliability and high performance perfectly aligns with our product development philosophy. Complementarity between our product platforms and applications shall offer us tremendous opportunities to better serve our customer base".

"Picturall's acquisition is not merely expanding our product portfolio, it will ultimately enable us to deliver unparalleled audiovisual experiences across multiple AV sectors", adds Jay Gonzalez, Analog Way President of the Americas.

"These are exciting times for our company. We are delighted to become part of the Analog Way team." says Samuli Valo, co-founder and CEO of Picturall "We have known Analog Way for a long time and have always been impressed by their technical excellence and inspiring professionalism. Our teams share the same human values and passion for technology: this is key for long-term success".

"Picturall media servers will benefit from Analog Way's reputation, expertise and investment capacity», adds Vesa Laasanen, Co-founder of Picturall. "Analog Way's sales and service network shall afford us access to markets not currently being tapped or highly underserved. Our engineers are already envisioning a plethora of ideas for new products. Joining Analog Way will most certainly allow us to jump to the next level".

From now on, Analog Way, their business partners and major distributors will progressively start promoting Picturall products and technologies as a new part of their core offering.

Consult both companies' web sites [www.analogway.com](http://www.analogway.com) and [www.picturall.com](http://www.picturall.com) to find out more.

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### Analog Way - Pioneer in Analog, Leader in Digital

Analog Way is one of the world's leading designers and manufacturers of innovative equipment dedicated to the professional audio visual industry. Since 1989, Analog Way has developed and manufactured a wide range of high-end solutions and reliable equipment for professional AV applications including video wall processors, mixers and seamless switchers, event controllers and multi-format converters, as well as software and integration tools. Analog Way products provide premium solutions for Rental & Staging, Corporate, Broadcast, Institutional, Education, and House of Worship markets around the globe.

#### Press Contact:

**Valérie Gérôme**  
*Global Communications Manager*  
Tel: +33 (0)1 81 89 08 73  
[valerie.gerome@analogway.com](mailto:valerie.gerome@analogway.com)

[www.analogway.com](http://www.analogway.com)