

Analog Way Expands its Distribution in the United Kingdom with Audio Visual Material

May 2016 – Analog Way, an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution, is pleased to announce a new distribution contract with Audio Visual Material, a high-quality audio visual brands distributor for the United Kingdom.



Analog Way is pleased to name Audio Visual Material as official distributor for the United Kingdom. Audio Visual Material is an audio visual specialist that distributes high-quality audio visual brands from around the world. The company offers a comprehensive range of quality products to suit the AV professional market. Audio Visual Material provides a customized, personal service, offering best-in-class technologies from a small number of selected partners.

Effective May 1st, 2016, the company is now distributing all of Analog Way's video processing and switching solutions, including the premium LiveCore™ series, a full range of scalable mixers and seamless switchers for premium and demanding applications.

Mark Nisbet, Managing Director at AVM, comments on this new partnership: *"By partnering with Analog Way we can really strengthen our rental offering to the AV channel. Their professional computer and video signal processing and distribution products perfectly complements our range of rental projectors. We see an opportunity not only to offer a full rental solution, but to create sales opportunities with AV rental companies who are looking to build their own stock of such products. Analog Way is a highly respected brand, and their values of personal service and specialist advice dovetail entirely with our own."*

John De Cet, EMEA Sales Director at Analog Way states: *"We are thrilled about this new partnership. Audio Visual Material is a high-end distributor with extensive experience recognized by many high-profile customers. Thanks to AVM's experts, customers will benefit from a true support in the deployment of our technologies."*



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Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution. Since 1989, Analog Way has developed and manufactured a wide range of equipment dedicated to Professional Audio Visual applications: presentation mixers, seamless scaling matrix switchers, event controllers, scan converters, multi-format converters, and software & systems integration tools. The products provide the most advanced solutions in the Broadcast, Pro AV, Rental & Staging, Church, Corporate and Industrial markets.

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