

## Analog Way Launches Its Training Academy

July 2016 – Analog Way, an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution, is pleased to launch its Training Academy for the Americas. The Academy will be located at the new Analog Way facility in Metro-Atlanta which has been equipped with several rooms designed for hands on training. A Technology Instructor has also joined the company as a specialist trainer.

### Strengthening the Training Offer in the Americas

Analog Way has always been committed to supporting its customers through training tailored to their needs. Jay Gonzalez, President of Analog Way Americas states, “Developing training programs for our customers is one of the main goals of Analog Way Americas. We want to offer product and technology training to integrators, consultants, freelance technicians, and end-users - training that will enable them to gain all the competence necessary to take full advantage of our products in a plethora of applications.” The new facility that was inaugurated last April in Metro-Atlanta contains several rooms fully equipped and especially designed to welcome trainees. During the Grand Opening, Analog Way introduced the Analog Way Academy dedicated to training in the Americas. To lead the new Analog Way Academy, the company is delighted to welcome Christina Spurlock who joined the company in May, 2016 as Technology Instructor. Spurlock holds a Bachelor's Degree in Broadcast Journalism from Southeastern University. She has served as a product specialist trainer and has a rounded background in video and live event production which she acquired while working at TV stations during the early part of her career. With her background, Christina Spurlock has extensive experience to fulfill all aspects of her new role.



### Analog Way Certification Programs

Training is scheduled to begin on July, 12<sup>th</sup>. Around fifteen sessions have been planned for the remainder of this year. To ensure a more creative and richer user experience, Analog Way has developed two training programs for the LiveCore™ series and the Vertige™ console. Christina Spurlock comments on what the training sessions will entail, “During these two-day sessions, the overall functioning of the Analog Way devices and an in-depth review of innovative features will be presented. Whether it deals with a first approach to the LiveCore™ environment or the Vertige™ console or a deep understanding of all features to become a real expert, we want our customers to achieve their goals.” At the end of the session, participants will gain new skills and consequently be able to deploy more creativity and fully benefit from the power of the Analog Way systems. In addition, they will obtain their official LiveCore™ or Vertige™ Certification - Advanced level.

[Please click here to learn more about our Certification Program and schedule.](#)

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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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