

Mark Harrison Joins Analog Way's Team as UK Sales Manager

Paris, February 2017 – Analog Way, an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution, is pleased to announce the appointment of Mark Harrison as UK Sales Manager.



Mark Harrison joins Analog Way as Regional Sales Manager UK and covers the whole of the UK and Ireland markets. Mark has valuable knowledge of the industry and territory. He has worked predominantly in the UK and northern Europe throughout his career, which has enabled him to acquire a deep understanding of clients' evolving requirements. After spending his early working years in engineering, product management, and systems integration, Mark specialized in broadcast production solutions sales which established a good foundation for working in live events and a valuable knowledge of camera systems, video production switchers and display technologies. Indeed, he has witnessed numerous technologies make their way to the market such as: HD, 3D and 4K/UHD to mention a few. He has also been successful in establishing new standard products in the broadcast and AV markets. Recently Mark worked in live events with modular LED screens and gained experience with this fast developing technology.

In his new position, Mark will drive Analog Way's growth and presence in the UK while maintaining and building close commercial relationships with its distribution and reseller partners. He is also committed to supporting consultants, planners and end users who are looking for high-end switching, blending and scaling presentation solutions that Analog Way has to offer. With the rapid rise of 4K resolution adoption in the Pro AV industry, he is a key support for demonstrations and solution consultation for planners and integrators. For companies wishing to access 4K production, Mark confides that Analog Way is well placed to help with the high quality switching and scaling products it offers as a market leader.

Mark comments on his new challenge in the heart of the company, "This is an exciting time to join Analog Way as the AV market moves into 4K production. Analog Way has always shown the ability to develop leading products and solutions for its customers, and this feeds my passion for working with professional AV products and technologies."

John de Cet, EMEA Sales Manager, states, "We are delighted to have Mark to strengthen the EMEA sales team. He brings a strong experience that will be valuable in conquering new markets in his area. I am confident that he will contribute to the continued growth of the company and customers' businesses, bringing all his experience to the role in helping to make our customers satisfied."

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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