

For Immediate Release

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## Analog Way appoints Stage Audio Works as official distributor for South Africa

**October 2012 - Analog Way, a leading designer and manufacturer of presentation switchers and image converters, is pleased to appoint Stage Audio Works as official distributor for South Africa.**

Stage Audio Works has gained the favour of internationally acclaimed innovation-driven designer and manufacturer, **Analog Way**, resulting in **Analog Way** appointing Stage Audio works as their official distributor for South Africa. This will mark the formulation of a robust and solid business relationship that will see a new boom in computer and video signal processing technologies being distributed throughout the country.

**Analog Way's** primary headquarters are located in France, where the company was first founded. Since its creation, **Analog Way** has introduced over 150 innovative products to the Pro A/V market, including internationally awarded and renowned "world's firsts".

**Analog Way's** products which encompass: Mixers and Seamless Switchers with edge blending, matrix switching and quadra-vision capabilities, Event Controllers and Remote Keypads, High Resolution Video Scan Converters with Embedded Audio, Video Scalers, Multi-Format Converters, Computer and Video Interfaces, Distribution Amplifiers and more... can be found around the globe in major venues, board rooms, control rooms, museums, hospitals, houses of worship, as well as military and security installations. Their new relationship with Stage Audio Works will allow for these cutting-edge technologies to make their way through the burgeoning African continent.

Both **Analog Way** and Stage Audio Works share a common desire to market the highest quality processing instrumentality possible, and this shared ambition can only result in bright things for the future.

John De Cet, EMEA Sales Director at **Analog Way**, comments: *"We are pleased to have Stage Audio Works become our official distributor for South Africa. We are confident that the expertise of our partner combined with our wide range of powerful systems will ensure great customer experience"*.

## 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 seamless switchers, computer to video scan converters, scalars, and up/down converters. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets.

