

For Immediate Release

## Press Contact

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## Analog Way releases a series of demo and training videos

**December 2011 - Analog Way, a leading designer and manufacturer of presentation switchers and image converters, is pleased to release a series of videos on its products. The first videos are available on Analog Way's new website [www.analogway.com](http://www.analogway.com) and on [AnalogWayTV](#), the company's YouTube channel.**

To help customers and prospects discover its wide range of products, **Analog Way** is releasing a set of videos. To meet the expectations of varied customers, different types of videos have been created.

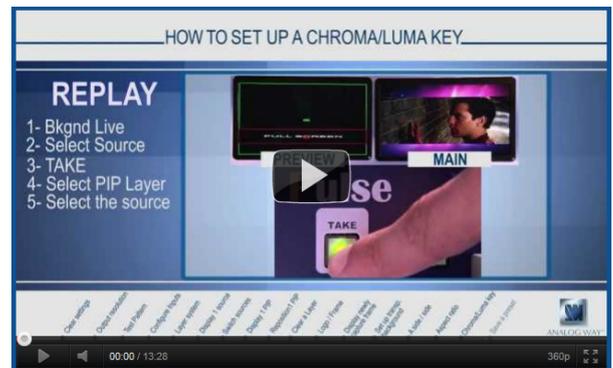
On one hand, short videos of 2-3 minutes show a quick presentation of a given product and its main features and effects. Thanks to these videos, A/V professionals can get a quick overview of the product's capabilities and determine their interest for specific applications.

On the other hand, training videos were created to simplify the setup of a product. Approximately 15 minutes long, these videos present the main steps a user should follow to easily configure the product of his choice.

Franck Facon, Marketing & Communications Director at **Analog Way**, states:

*"We always pay great attention to the design of our mixers and switchers, with development of unprecedented functionalities and effects. To present these state-of-the-art features, a video is worth a thousand words. With these –videos, we intend to provide better support to our customers by giving them the simple procedures to optimally utilize our solutions."*

The first demo (Eikos,...) and training (Di-VentiX II, Pulse...) videos can be viewed on **Analog Way's** new website at [www.analogway.com](http://www.analogway.com) or on [AnalogWayTV](#), which is **Analog Way's** YouTube channel.



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

