

For Immediate Release

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Analog Way names Philippe Vitali as Head of a new Integration and Application Software team

February 2014 - Analog Way, a leading designer and manufacturer of innovative presentation switchers and image converters, is pleased to announce the appointment of Philippe Vitali as Integration and Application Software Director. Philippe Vitali will manage Analog Way's new R&D team dedicated to the development of accessories and tools for the integration of its lines of processors.

Analog Way is pleased to announce the appointment of Philippe Vitali as Integration and Application Software Director. Based in **Analog Way's** headquarters near Paris - France, Philippe Vitali joined the company a few months ago to form and manage a new R&D team, working particularly on tools and other services to supplement its lines of Mixers & Seamless Switchers.

Philippe has a strong background in software development and team management, gained within leading global companies.

Now in charge of **Analog Way's** new Integration and Application Software department, Philippe and his team will work on the development of solutions to easily deploy **Analog Way's** systems into automation and IT environments. This will include the creation of drivers enabling third party control, mobile applications to control the company's devices, and remote maintenance solutions. In addition, Philippe Vitali will also provide services to support integrators and consulting firms in the integration of **Analog Way's** processors.

The new Integration and Application Software team already released a complete series of drivers to facilitate the integration of its **LiveCore™** and **Midra™** series of Mixers & Seamless Switchers. These systems can now be controlled through **AMX** and **Crestron 2 and 3-series** control systems. Packages are available online, with full documentation and ready-to-use samples.

*"I'm excited to join **Analog Way** as Integration and Application Software Director", comments Philippe Vitali. "Whether you need to control AV presentations, distribute live or produced content in event venues or in secured command centers, **Analog Way** will assist you with solutions to make your job easier".*

Adrien Corso, **Analog Way's** CEO comments: *"**Analog Way** is determined to reinforce its presence in the Systems Integration market. With the nomination of Philippe and his team, we're confident that we will provide all necessary tools and support to integrators in order to improve their experience with our systems".*

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



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