

Press Contact

For Immediate Release

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Analog Way Names Convex Dynamics as Official Distributor for Malaysia

December 2015 – Analog Way, an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution, is pleased to announce the inception of a new partnership with Convex Dynamics. Effective now, the company will distribute Analog Way’s latest systems over Malaysia.

Analog Way Pte Ltd, the branch office in charge of the Asia Pacific region, is thrilled to name **Convex Dynamics** as official distributor for Malaysia. **Convex Dynamics** distributes premium AV brands to provide their clients a combination of ground-breaking technologies with outstanding quality.

Several **Analog Way** models will be added to **Convex Dynamics’** offer, including Premium Presentation Mixers of the **LiveCore™** series and Mid-range Seamless Switchers from the **Midra™** series. **Convex Dynamics** headquarters also provides meeting rooms with complete AV setups for demos and trainings.

Convex Dynamics’ Sales Director Kevin Kee comments: *"I’m delighted at the opportunity to become part of the **Analog Way** network and play a key role in extending the brand’s presence in our territory. Our team has a strong ethos towards providing a fuss-free, top quality service and exceeding our customers’ expectations; and I’m looking forward to sharing the cutting edge of AV technology of this exceptional French brand."*

William Roddes, VP of **Analog Way Pte Ltd**, comments: *"We are pleased to be represented by **Convex Dynamics** in Malaysia. The company enjoys a great reputation over the region thanks to a deep knowledge of the Pro AV market. With this new partnership, Malaysian customers will benefit from **Analog Way’s** innovative systems together with the experience and support of a local team of talented professionals. Having a local distributor in Malaysia will also enable customers to avoid parallel importations with additional import duties, and benefit from a greater technical support."*



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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 develops and manufactures 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.

