Special-Elektronik New Distributor for Analog Way in Sweden

Analog Way is pleased to announce a new agreement with Special-Elektronik to distribute its entire range of products in Sweden.

"We are very happy for this opportunity to work together with Special-Elektronik,"says Petteri Partinen, Sales Manager for Analog Way in the Nordic region. "Special-Elektronik is an extremely professional and respected company in Sweden, just the kind of partner I've been looking for. They have a deep understanding of integration and rental markets so clients can be sure they get the best possible support for Analog Way products in Sweden."

"It will be great fun to work with Analog Way, they have the expertise we have been looking for when it comes to first-class imaging solutions for rental and staging and fixed installations. They have high demands on quality, which is crucial for the live events that require equipment of the utmost reliability," says Maarten van Slooten, Product Manager Rental at Special-Elektronik.

"We see many opportunities with Analog Way, and we will be able to offer everything from simpler products to more advanced and complex system solutions to our customers' projects. Thanks to ultra-low latency and high-performance processing engines, their products are perfectly adapted to live events such as concerts, show rooms, larger presentations and lectures that require minimal delay," Maarten concludes.

The distribution agreement is effective as of June 1, 2020.

SPECIALELEKTRONIK

About Special-Elektronik
Founded in 1970, Special-Elektronik AB is a knowledge-driven system supplier in AV technology, lighting, smart homes, hotel TV, digital signage and cable TV / fiber optics. Special-Elektronik offers technology from the leading suppliers in the world and has the ambition to always maintain a high level of technical competence. The head office is located in Karlstad with local sales offices in Stockholm, Gothenburg, Halmstad and Malmö. Special-Elektronik is primarily active in the Scandinavian market and has about 45 employees.
To learn more: https://specialelektronik.se/

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About Analog Way

Analog Way is a world-leading designer and manufacturer of innovative equipment dedicated to the professional audiovisual industry. The company's portfolio includes a wide range of award-winning multi-screen presentation systems, media servers, event controllers and multi-format converters, designed to deliver uncompromising video presentation experiences to high-end staging and premium system integration. For 30 years, Analog Way has provided advanced processing technologies, which accommodate a large range of applications, from massive video wall installations to large corporate events worldwide. www.analogway.com

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