Analog Way Announces New Vice President for Asia

Analog Way, world-leading designer and manufacturer of innovative image processing systems, is pleased to announce that Guy de Souza has joined the company as Vice President for Asia.

“Analog Way has ambitious growth plans in Asia,” says Adrien Corso, CEO at Analog Way. “We are thrilled to have Guy joining our team. I’m convinced that his experience and leadership will help us increase our reach and further build and strengthen our customer and partner relationships in the region.”

Guy de Souza will lead Analog Way’s subsidiary in Asia. He will focus on growing Analog Way’s presence and distribution network in key markets, while strengthening the company’s relationships with existing partners.



Guy de Souza brings to his new role more than 10 years of experience in the APAC audio-visual industry. Before joining Analog Way, he was the Head of Regional Display Solutions in South East Asia & Oceania for Samsung. He previously started and developed the Daktronics commercial office in South-East Asia.

“I am truly excited to be working for a company like Analog Way,” says Guy de Souza. ”As an established market leader in image processing with high growth potential, Analog Way offers amazing innovative solutions to help its customers meet their goals, and I look forward to contributing to its development.”

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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