

For Immediate Release

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Analog Way launches German website

September 2012 - Analog Way, a leading designer and manufacturer of presentation switchers and image converters, is pleased to launch a German version of its website: www.analogway.com.de.

Six months after the launch of a fully revamped website and its mobile version, **Analog Way** is pleased to offer a German site to better answer the growing demand from German-speaking customers.

The new site presents **Analog Way's** lines of Mixers & Seamless Switchers, Event Controllers, Scan Converters, Multi-format Converters, Scalers and Interfaces. Some information about the company's background can also be found, as well as a focus on the markets where **Analog Way's** products apply.

Among the products' resources available in German, customers will access technical datasheets and Quick Start Guides of **Analog Way's** top products, including the Mixers Seamless Switchers **Di-VentiX II**, **Eikos**, **Pulse**, and the Event Controllers **Axion2** and **Orchestra**.

John de Cet, EMEA Sales Director at **Analog Way** explains: *"The German Pro AV market counts among the most dynamic in Europe. We felt there was a real need for a website and some associated literature in German. With the launch of our German website, we intend to better serve our existing customers, but also attract new prospects."*

Connect with Analog Way at:

- www.analogway.com
- www.analogway.fr
- and now www.analogway.com.de



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