

Analog Way's LiveCore™ and Midra™ Classes are a Hit in the United Kingdom

October 2016 – Analog Way is pleased to have delivered a large series of training courses organized in the United Kingdom. Since the beginning of the year, over 120 AV professionals have been trained and certified on the LiveCore™ & Midra™ series of Mixers & Seamless Switchers throughout the UK. The trainees include a large number of freelance video technicians as well as staff from the renowned Event Technology Specialist PSAV.

Training at its Best in the United Kingdom



To help AV professionals make the best out of their **Analog Way** products and to ensure a richer user experience, **Analog Way** offers comprehensive training programs on its major lines of Mixers & Seamless Switchers. The **LiveCore™** Certification and **Midra™** Classes were a great success in the United Kingdom with more than 120 freelance operators and video technicians trained since early 2016. John De Cet, **Analog Way's** EMEA Sales Director comments, *"Thanks to our local partners and trainer Jake Hodgson, we were able to reach out and train a large number of professionals working with the **LiveCore™** or **Midra™** systems on a regular basis. We're always pleased to provide trainees with a great training experience that takes their knowledge and skills to the next level."*

Each class provides an understanding of the **LiveCore™** or **Midra™** environments and overall functioning, as well as an in-depth review of each line's major features. Hands-on experience is key in each program to help trainees become perfectly comfortable in the field at operating **Analog Way's** products.

Massive Training at PSAV

During the summer, about 50 staff members of PSAV were trained in their London office. As an event technology expert, PSAV uses **Analog Way's** Mixers and Switchers on a daily basis. Alain Lamens, Regional Director UK at PSAV explains, *"We felt it was essential to bring various staff in different locations together to ensure they were all at the same level of knowledge and could increase their competency with **Analog Way's** equipment, which is almost exclusively the only brand of signal-processing equipment we use."* A large part of PSAV's permanent staff joined the class dedicated to the **Midra™** mixers. Trainees were either from the warehouse team or the in-house teams based in over 50 locations contracted to PSAV in London and the South East. Alain Lamens comments: *"The week-long **Midra™** session helped to train our key internal staff on a wide range of products as they set up and use the equipment daily."*

In addition, some enthusiastic staff attended the three day **LiveCore™** Certification Program – Advanced course.

New classes will be organized throughout the UK and worldwide by the end of the year, with the addition of a new certification program dedicated to **Analog Way's Vertige™** console.

More information and online registration: www.analogway.com

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** has developed and manufactured 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.

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