

## Press Contact

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## Analog Way partners with vision tools

**March 2013 - Analog Way, a leading designer and manufacturer of presentation switchers and image converters, is pleased to partner with vision tools for distribution of its ranges of AV processing products in Germany.**

**Analog Way** is pleased to expand its distribution in Europe with a new partnership concluded with the company **vision tools**. The company **vision tools** is a leading supplier of hiring and selling premium AV equipment in Germany and beyond. To offer outstanding professional visual presentations and maximum reliability to its customers, **vision tools** carefully selects its providers to invest in state-of-the-art and future-oriented equipment.

Effective March 1, 2013, **vision tools** will supply **Analog Way's** AV processing products to resellers, integrators and rental & staging companies, ensuring better access to **Analog Way's** products.

The products include **Analog Way's** award-winning Mixers and Seamless Switchers **Di-VentiX II** and **Eikos**, but also the new **LiveCore™**-based systems that were recently unveiled at ISE 2013: **NeXtage 16** and **SmartMatriX Ultra**, two new powerful high-end AV processors offering state-of-the-art processing.

These products will be exhibited during the proligh+sound show on **Analog Way's** booth #D04, and **vision tools'** stand #D20, both located in hall 9.0.

John De Cet, EMEA Sales Director at **Analog Way**, explains: "***Analog Way** strongly reinforced its R&D over the last years to provide smart and innovative processing and distribution products. We now offer the largest range of Mixers and Seamless Switchers on the market, and we are thrilled to rely on **vision tools** and its dedicated team of professionals to supply these solutions to German companies.*"

"*We are convinced the **Analog Way's** Premium AV Switchers will be a hit with the professional users because of their high quality standards, multi-scaler processing and easy-to-use properties with their new technology", says Oliver Seidel, Sales Director at **vision tools**. "Since the first of March 2013, the **vision tools** group offers **Analog Way's** products for the dry hire rental market and in his distribution product range. **vision tools** is pleased to present the new amazing **NeXtage 16** Switcher during the proligh+sound trade fair in Frankfurt."*

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## Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is a leading designer and manufacturer of presentation switchers and image converters with offices worldwide. The company designs a wide range of computer to video scan converters, scalars, seamless switchers and up/down converters. The products provide the most advanced solutions in the Broadcast, AV, Rental & Staging, Church, Corporate and Industrial markets.

**ANALOG WAY®**  
Pioneer in Analog, Leader in Digital