

For Immediate Release

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Analog Way expands its distribution in Germany

June 2013 - Analog Way, a leading designer and manufacturer of presentation switchers and image converters, is pleased to announce the conclusion of a new partnership with publitec. Since June 1, 2013, publitec has been distributing Analog Way's AV processing solutions in Germany.

Analog Way is pleased to bolster its distribution in Germany with a new distribution agreement concluded with **publitec**. As a leading actor in images and media technology for events and in fixed installation projects, **publitec** sells and rents a wide array of AV equipment from renowned manufacturers to help its customers produce outstanding events as well as impressive and efficient state-of-the-art installations.

Effective June 1, 2013, **publitec** has been distributing **Analog Way's** processing systems including its new generation of powerful high-end AV processors based on the **LiveCore™** platform.

John De Cet, EMEA Sales Director at **Analog Way**, comments: *"publitec is a well-established distributor delivering all necessary components for powerful AV systems at the best price/performance ratio. Analog Way's high-end conversion and processing solutions fits perfectly with this offer. With help of publitec's team of specialists, we're confident that our solutions will significantly grow within the German events market."*

"We are very much impressed on how Analog Way's vision and strategy concerning product quality and marketing match ours", says Andreas Flemming, CEO of publitec. "For this reason, we are highly convinced of the success of this partnership. The LiveCore™ platform will be a vital part of our rental portfolio and therefore will be available in sufficient quantities to feed the market."

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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.

