



ANALOG WAY®

PRESS RELEASE – For Immediate Release

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**Analog Way announces the appointment of its New Asia Pacific
Branch Managing Director**

Paris, July 28th 2008 – Analog Way, a leading designer and manufacturer of innovative image converters and presentation switchers, is pleased to announce the appointment of William Roddes as Asia Pacific Branch Managing Director.

Based out of Analog Way Singapore office, William oversees the subsidiary management of sales and the strategic development of the subsidiary in Asia. William, who joined Analog Way in the beginning of 2008, previously served as Chief of Representative Office in Shanghai covering the Far East Asia. Prior to that, William started his career in Hong Kong as a Sales Manager in 2002, and then evolved between France as a Trader and Asia. Born in Paris, William earned a Master degree in International Business and an M.A. in International Marketing with a speciality in Asian market.

“Accepting the position of Branch Managing Director is a new challenge that I will assume with passion and commitment in order to provide to our Asia Pacific customers full satisfaction. I sincerely believe that my determination and my experiences in the Far East will lead Analog Way Asia to the next level”, comments William Roddes.



About Analog Way

Founded in 1989, Analog Way is a leading designer and manufacturer of innovative image converters with worldwide locations (USA, France and Singapore). 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. For further information, do not hesitate to visit our website at: <http://www.analogway.com>

For more information, please contact our PR department at +33 1 64 47 16 03 or send an email to: marketing.a@analogway.com