

For Immediate Release

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Analog Way announces new distributor for Italy

April 2013 - Analog Way, a leading designer and manufacturer of presentation switchers and image converters, is pleased to announce that Eurosell has recently been appointed as new distributor for Italy.

Analog Way recently concluded a new distribution agreement with **Eurosell** for the distribution of its AV processing systems in Italy.

Eurosell is a leading provider for the Pro AV market, offering a complete product range of innovative equipment to serve a variety of markets including Conference Rooms, Control Rooms, TV Studios and more.

Effective April 1, 2013, **Eurosell** will distribute **Analog Way's** wide range of Presentation Mixers and Seamless Switchers, including the new **NeXtage 16**, based on **Analog Way's** powerful **LiveCore™** platform.

John De Cet, EMEA Sales Director at **Analog Way**, comments: *"Eurosell is a well-established distributor with an extensive network of sales and support staff spread out through the Italian territory. We are confident that the professionalism and attentive support of Eurosell coupled with Analog Way's high-end innovative systems will ensure great customer experience."*

Enrico Sgarabottolo, Sales Director at **Eurosell**, agrees: *"Analog Way's ranges of products are the natural completion of Eurosell's professional offer to the Pro AV Market. The partnership with Analog Way will help us give our customers all the support and knowledge they need for the best rental and system integration solutions".*

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

