

For Immediate Release

## Imago Sonas Now Distributes Analog Way's Solutions to System Integrators

January 2016 – Analog Way, an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution, is pleased to announce a new partnership with Imago Sonas, an AV Distributor specialist in Denmark. The company is now distributing Analog Way's solutions to system integrators in Denmark.



**Imago Sonas** is a leading supplier of audio visual solutions for AV integrators in Denmark. With an advanced technical know-how and superior quality of post-sales services, the company provides the best solutions from meeting rooms to theatres to auditoriums to large-scale integrations.

Effective now, **Imago Sonas** will be in charge of the distribution of **Analog Way** products for system integration companies in Denmark. The company will specifically distribute **Analog Way's LiveCore™** series, a full range of scalable mixers and seamless switchers for premium integrations.

For better interoperability, **Analog Way** also provides software and system integration tools, including driver's and programmer's guides. This ensures operators will have a very short learning curve before they can take full advantage of the system.

John De Cet, EMEA Sales Director at **Analog Way** comments on the new partnership with **Imago Sonas**, "***Analog Way** has been involved in major Integration projects in Denmark recently. Thanks to our partnership with **Imago Sonas**, we are looking forward to expanding our presence in Denmark as well as offering more support to our Danish customers.*"

Mads Nørskov, Sales Director at **Imago Sonas** explains the benefit this new partnership with **Analog Way** will have : "***Analog Way** already has a strong reputation in Denmark. Their product range fits perfectly with the product mix we have at **Imago Sonas**. We know with **Analog Way** on board, we'll see a strengthening in our portfolio. We are looking forward to helping **Analog Way** to grow their presence even more in Denmark.*"

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### 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.

[www.analogway.com](http://www.analogway.com)

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