

For Immediate Release

## Press Contact

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## Analog Way appoints Dorier as new distributor for Switzerland

**September 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 Dorier. Effective September 1, 2013, Dorier will be distributing Analog Way's AV processing solutions in Switzerland.**

**Analog Way** is thrilled to further expand its distribution in Europe through a new distribution agreement concluded with **Dorier** for the Swiss territory.

Relying on more than 35 years of experience, **Dorier** is a leading player in the event industry in Switzerland and abroad. The company specializes in design, content management and technical production for a variety of events. In addition, **Dorier** provides tailor-made presentation systems to fit any environment.

As of September, 2013, **Dorier** will be distributing **Analog Way's** processing systems including the brand new **LiveCore™** series, an innovative range of Premium Multi-screen Seamless Switchers.

John De Cet, EMEA Sales Director at **Analog Way**, states: *"Analog Way is thrilled to have its high-end conversion and processing systems distributed in Switzerland by Dorier, a trusted and renowned AV provider. Thanks to this new partnership, Swiss customers will benefit Analog Way's innovative systems together with the experience and support of a local team of talented professionals".*

Olivier Croset, Managing Director of **Dorier**, comments: *"Using Analog Way products for many years to our satisfaction, we are very proud to become today official partner with such an innovative company and very excited to distribute these products in our country".*

**Analog Way**

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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.

