

For Immediate Release

Press Contact

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Analog Way Asia Pacific relocates to new offices

November 2012 – Analog Way Pte. Ltd., the Singapore-based subsidiary of Analog Way for Asia Pacific, is pleased to announce it has moved to new offices in early November.

Analog Way Pte. Ltd., the subsidiary in charge of the Asia Pacific market, is delighted to announce it has recently moved to new offices in Singapore. Now based in the Gateway East, a world-class skyscraper located in the Downtown Core of Singapore, the new office offers a strategic location.

William Roddes, **Analog Way's** VP Asia Pacific, permanently based in Singapore, explains: *"Since 2008, our business in the region experienced significant growth. We also expanded the team and needed larger offices to meet with our booming activity. Since we regularly hold products demos and trainings in our offices, moving to the renowned Gateway East represents a strategic location to welcome our partners and customers coming from the whole Asia Pacific region."*

Established in Singapore since 2002, the Asia Pacific subsidiary of **Analog Way** was reinforced over the last 3 years, with a full team of professionals handling administration, sales operations, training and technical support and service for the Asia Pacific territory.

New contact details:

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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 worldwide locations. 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.

