

Press Contact

For Immediate Release

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Analog Way announces the appointment of two new Rep firms

May 2015 - Analog Way, a leading designer and manufacturer of presentation switchers and image converters, is pleased to announce the appointment of two new representative firms for the Southeast US. Effective May 1, Mainline Marketing will be Analog Way's representative for Florida, and HWPco will be in charge of Alabama, Georgia, Mississippi, Tennessee, North Carolina and South Carolina.

Analog Way is strengthening its compelling product portfolio representation in the Southeastern United States with the appointment of two new representative firms: **Mainline Marketing**, and **HWPco**.

Founded in 1987 and based in Melbourne – Florida, **Mainline Marketing** is an award-winning manufacturer representative firm providing superior services and support to its customers. Likewise, founded in 1970, **HWPco** has a strong reputation of representing quality products and solutions along with unique technical expertise and services.

Mainline Marketing will serve exclusively the state Florida, while **HWPco** will serve Alabama, Georgia, Mississippi, Tennessee, North Carolina and South Carolina. Both organizations have access to **Analog Way's** complete product portfolio which includes our latest and very successful generation of Presentation Switchers/Mixers based on the **LiveCore™** and **Midra™** technology platforms.

Jay Gonzalez, VP Americas at **Analog Way Inc.**, comments: *"I am thrilled to have **Mainline Marketing** and **HWPco** represent **Analog Way** in the Southeast territory. Their teams of dedicated professionals show proven experience and field knowledge which will be instrumental in our growth plans for the region. We look forward to fruitful collaboration."*

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.

