

For Immediate Release

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## Analog Way announces new dealer for Indonesia

**July 2012 - Analog Way, a leading designer and manufacturer of presentation switchers and image converters, is pleased to announce that Renewal Indonesia has recently been appointed as the exclusive dealer for Analog Way's range dedicated to system integration throughout Indonesia.**

**Renewal Indonesia** is a system integration group company consisting of Audiovisual and Architect Interior units. Its Pro AV branch is serving Business, Education, Public Venues and Houses of Worship. In June 2012, **Renewal Indonesia** was appointed as **Analog Way's** exclusive dealer for Indonesia.

Fahmi Ramadoni Pitono, Marketing Director of **Renewal Indonesia** declares: *"We will proudly represent **Analog Way's** products in Indonesia. The visual industry is a big market and multimedia equipment is required in a quantity of projects. With proven quality, I'm confident that **Analog Way's** computer and video signal processing and distribution products will grow in our country."*

On June 20-21, the teams of **Renewal Indonesia** received two days of training on **Analog Way's** systems in Jakarta, to ensure better understanding of the products. Sentra Niaga Perkasa, member of **Renewal Indonesia** states: *"I'm proud to have commitment to **Analog Way**. I already knew the products and compared to other brands, **Analog Way** is one step ahead in terms of technology and durability"*.

Lawrence Wai, Regional Sales Manager at **Analog Way** explains: *"We are delighted to begin what we believe will be a strong partnership between **Analog Way** and **Renewal Indonesia**. The company will play a vital role in delivering **Analog Way's** wide range of solutions to organizations across the Indonesian systems integration market. Together, we will offer the most sophisticated and user-friendly products experience to our customers."*

**Analog Way Pte. Ltd.**

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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.

