

Press Contact

For Immediate Release

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## Analog Way expands distribution partnership with vision tools rental NL

**February 2015 – Analog Way, a leading designer and manufacturer of presentation processors and mixers, is pleased to strengthen its partnership with vision tools. Already an Analog Way distributor in Germany, vision tools now distributes Analog Way’s products in the Netherlands, through vision tools rental NL.**

**Analog Way** is thrilled to expand its distribution partnership with **vision tools** in the Netherlands. **vision tools** is a leading supplier of technical labor and premium AV equipment in Germany. The company opened a new subsidiary in the Netherlands, **vision tools rental NL**, offering a training facility and stock inventory.

Effective January 2, 2015, **vision tools rental NL** supplies **Analog Way’s** AV processing products to resellers, integrators, and rental & staging companies, ensuring better access to **Analog Way** products in the Netherlands.

As an **Analog Way Certified Trainer**, **vision tools rental NL** will also deliver the **LiveCore™ Certification Program** in its Dutch office. Through these training sessions, customers will benefit from a more creative and richer user experience.

John De Cet, EMEA Sales Director at **Analog Way**, explains *“Analog Way is excited to reinforce its partnership with **vision tools** in the Netherlands. **vision tools** has a strong knowledge of **Analog Way’s** product philosophy, so we are thrilled to rely on **them** to further develop our business in this thriving market.”*



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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.

