

Analog Way Inaugurates New Extended Facility for the Americas

April 2016 – Analog Way, an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution, has opened its new headquarters for the Americas in Gwinnett County, Metro Atlanta, Georgia. The company hopes to strengthen its presence in the American market and develop more services for local customers.

A successful development

The **Analog Way** team along with local representatives of the Gwinnett Chamber gathered together on April 12, 2016 to inaugurate the new company's headquarters for the Americas. After the traditional ribbon cutting ceremony concluded, the facility remained opened all day for the Analog Way experts to offer various activities to the guests such as: product demonstrations, training, etc.

After more than fifteen years in Manhattan, NY, **Analog Way** chose Gwinnett County, Metro-Atlanta, Georgia, as the site for its new facility. As sales have increased for the last few years in the American area, the company moved to a larger facility best adapted to the flourishing activity of the subsidiary. Adrien Corso, CEO of **Analog Way** states, "The relocation to Metro-Atlanta reinforces our presence near our clients in order to remain available for any requirements. We believe that the assistance we provide them is essential and we seek to offer them the best possible service."



New services for customers

This new facility will allow the company to set up on a local scale and develop new opportunities. The Americas have always been a flourishing market for **Analog Way**, and that is why the company makes a point of honor to be even closer to its customers and offer them quality services. Jay Gonzalez, President of **Analog Way** Americas comments on the change, "Metro Atlanta was the top choice because of the business-friendly environment, the accessibility, and the qualified workforce, to mention a few. We needed much larger work spaces and non-stop accessibility to our facility in order to better serve our customer base throughout the nation." The company wants to pay particular attention to its American clients' real needs, offering suitable products for local markets and top-notch customer service. New recruits have also joined the company and have strengthened the American team. The new 15,000 square foot facility includes a warehouse that will help increase storage capability in order to optimize delivery time and improve after-sale service. Several rooms at the new facility have been especially designed to welcome trainees.

Analog Way is committed to supporting its customers through training that enables integrators, consultants and freelance technicians to gain new skills, and thus be able to deploy more creativity when using the products. First training sessions will take place in May, 2016.

Analog Way, Pioneer in Analog, Leader in Digital

Analog Way is an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution. Since 1989, **Analog Way** has developed and manufactured a wide range of equipment dedicated to Professional Audio Visual applications: presentation mixers, seamless scaling matrix switchers, event controllers, scan converters, multi-format converters, and software & systems integration tools. The products provide the most advanced solutions in the Broadcast, Pro AV, Rental & Staging, Church, Corporate and Industrial markets.

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