

Press Contact

For Immediate Release

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## Analog Way Names Convex Dynamics as Official Distributor for Malaysia

**December 2015 – Analog Way, an innovation-driven designer and manufacturer that specializes in computer and video signal processing and distribution, is pleased to announce the inception of a new partnership with Convex Dynamics. Effective now, the company will distribute Analog Way’s latest systems over Malaysia.**

**Analog Way Pte Ltd**, the branch office in charge of the Asia Pacific region, is thrilled to name **Convex Dynamics** as official distributor for Malaysia. **Convex Dynamics** distributes premium AV brands to provide their clients a combination of ground-breaking technologies with outstanding quality.

Several **Analog Way** models will be added to **Convex Dynamics’** offer, including Premium Presentation Mixers of the **LiveCore™** series and Mid-range Seamless Switchers from the **Midra™** series. **Convex Dynamics** headquarters also provides meeting rooms with complete AV setups for demos and trainings.

**Convex Dynamics’** Sales Director Kevin Kee comments: *"I’m delighted at the opportunity to become part of the **Analog Way** network and play a key role in extending the brand’s presence in our territory. Our team has a strong ethos towards providing a fuss-free, top quality service and exceeding our customers’ expectations; and I’m looking forward to sharing the cutting edge of AV technology of this exceptional French brand."*

William Roddes, VP of **Analog Way Pte Ltd**, comments: *"We are pleased to be represented by **Convex Dynamics** in Malaysia. The company enjoys a great reputation over the region thanks to a deep knowledge of the Pro AV market. With this new partnership, Malaysian customers will benefit from **Analog Way’s** innovative systems together with the experience and support of a local team of talented professionals. Having a local distributor in Malaysia will also enable customers to avoid parallel importations with additional import duties, and benefit from a greater technical support."*



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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 develops and manufactures 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.

