



# FOR-A Canada Celebrates 20th Anniversary

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PR9.NET July 22, 2008 - TORONTO, CANADA – FOR-A Canada is celebrating its 20th anniversary this year. When first founded, the business of FOR-A America had been thriving in the U.S. and a sales network and relationships with video dealers in major cities such as Toronto, Montreal and Ottawa were established to satisfy demand in the Canadian market.

"FOR-A Canada excels in understanding our client's needs and specifically meeting them. We pride ourselves on building solid relationships by taking good care of our clients, taking the time to understand their applications and go the extra mile to ensure everything will work together," Andrew Alexander, Vice President of FOR-A Canada for the past nine years. "Our success is due largely in part to our detailed understanding of the Canada market and our reputation for providing reliable, high-quality solutions."

FOR-A Canada's early strength centered on time base correctors and high-end CCTV equipment, but shifted to better satisfy the broadcast, production and corporate video markets with powerful switchers, frame-rate converters and a variety of remote and fixed studio solutions. In Canada today, FOR-A is a major supplier of video switchers, frame rate conversion technologies, multi-viewers, frame synchronisers, video servers, converters, colour correctors and various video peripherals. A small studio was built in 2000 to fully support the company's virtual studio offering.

One of FOR-A's most successful and newest product line is that of its frame rate converters. FOR-A is currently the only company manufacturing a frame rate converter that can accomplish vector motion conversion between 1080P 23.98 and 1080I 60 with its FRC-7000 and FRC-3000. The company will be a major supplier for the summer games in Beijing, including the majority of the frame rate converters used worldwide.

FOR-A sales subsidiaries include FOR-A America, FOR-A Canada, FOR-A Latin America, FOR-A UK Limited, FOR-A Italia Sr., FOR-A Korea, and FOR-A China, which will be opening soon and is one of the largest video system integrators in Japan.

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## **About FOR-A**

FOR-A is a major manufacturer and distributor of video and audio systems to the broadcast, postproduction and professional video markets. For more information about FOR-A's product line, call +1-416-977-0343 or visit our web site at [www.for-a.com](http://www.for-a.com).

## **About Pipeline Communications**

Pipeline Communications is a full service public relations agency, serving clients in the high-technology sector for a variety of markets. The firm is based in Montclair, New Jersey and has been in business since 1995.

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