



Press Release

FOR IMMEDIATE RELEASE

Roland Professional A/V Expands African Market Presence Through DWR Distribution Partnership

Barcelona, Spain — 16 March 2026 — Roland Professional A/V has announced the appointment of DWR Distribution as the official distributor for its product range in South Africa. The agreement was signed during **Integrated Systems Europe**, the world's leading A/V systems integration exhibition, held in Barcelona.

This partnership represents an important step in Roland's strategy to expand its presence across the African professional A/V market and strengthen support for integrators, production companies, houses of worship, corporate A/V teams, and content creators across the region.

Fran Gallego, responsible for Roland Professional A/V sales development across Southern Europe, the Middle East, and Africa, highlighted the strategic importance of the partnership for Roland's expansion in the region.

"Africa represents an exciting and rapidly evolving market for professional video production. Partnering with DWR Distribution allows us to combine Roland's globally trusted technology with a distributor that understands the local industry and can support professionals with the expertise and service they need to succeed," said Gallego.

Through this collaboration, DWR Distribution will focus on expanding Roland's portfolio of **video switchers, direct streaming solutions, and Hybrid A/V mixers**, systems trusted worldwide for their reliability, intuitive workflows, and compact design.

"The aim is to expand and strengthen Roland Professional A/V in the touring, house of worship, and professional A/V markets," said Werner Nieman from DWR Distribution, who will oversee the Roland brand locally. "Our focus will be on Roland's range of switchers, direct streaming solutions, and innovative Hybrid A/V mixers. These respected products are trusted by professionals worldwide. For DWR, it is also a great privilege to work with the team at Roland, who have proven to be supportive, knowledgeable, and collaborative."

Supporting the Growth of Hybrid and Livestreaming Production

Demand for professional video production continues to grow across sectors such as **corporate events, education, houses of worship, and digital content creation**, all of which increasingly rely on reliable livestreaming and multi-camera production systems.

Roland Professional A/V solutions are designed to meet these evolving needs by combining **video switching, signal processing, streaming, and audio mixing into compact, easy-to-deploy systems** that deliver professional performance while simplifying production workflows. To ensure the highest level of service and support, several members of the DWR team—including Werner Nieman, Dylan Jones, Timothy Wilson, and Jade Manicom—have completed dedicated Roland Professional A/V training. This enables DWR to provide product guidance, system design assistance, and technical support to customers across South Africa.

“At DWR, we believe high-quality video should be accessible, whether you’re running a global summit or a local corporate workshop,” Nieman added. “To meet the demand for compact yet powerful technology, we have embraced the Roland Professional A/V range. **These systems bridge the gap between simplicity and professional 4K performance, integrating signal processing, streaming, and audio mixing into a single footprint.** It’s the legendary Japanese build quality our customers expect, backed by the DWR support they trust.”

Founded in 1972 in Japan, **Roland Corporation** is internationally recognized for its innovation in electronic musical instruments and professional audio-visual technology. Roland Professional A/V products are widely used in live production, broadcast, corporate events, and houses of worship where reliability and performance are essential.

In South Africa, Roland Musical Instruments is handled separately by Bothners, while DWR Distribution will now manage the Roland Professional A/V portfolio.

This partnership reflects Roland’s ongoing commitment to supporting modern video production with solutions that combine **Japanese engineering, reliability, and innovation with strong local expertise.**

About Roland Professional A/V

Roland Professional A/V provides innovative video switching, audio mixing, and streaming solutions designed for modern hybrid production environments. Built on Roland’s reputation for precision engineering and reliability, Roland Professional A/V products are trusted worldwide by broadcasters, live production teams, corporate A/V professionals, and content creators seeking powerful yet easy-to-use production systems.