

Roland Pro AV and AED group sign European distribution agreement

Roland presented the new V-600UHD Multi-Format Video Switcher and the VR-1HD AV Streaming Mixer at ISE 2019 as the latest expansions of their wide range of video and streaming switchers. But there is even more important news at Roland's Pro AV distribution: AED group is now a European distributor for Roland Pro AV and will also offer the products for hire.

The V-600UHD is the new flagship in the Roland Pro AV range. Thanks to the V-600UHD 4K HDR Multi-Format Video Switcher, the switch to 4K workflows can be realized very easily via an accessible all-in-one solution. The VR-1HD AV Streaming Mixer can broadcast dynamic live streams with multiple cameras with stunning image and sound that exceeds standard live streams from a mobile phone or static webcam. The new products perfectly complement the existing Pro AV range and offer a complete response to the increasing demand in the rapidly evolving and demanding events sector.

Thierry Heldenbergh, Managing Director at AED Display, sees a great opportunity in this brand new partnership: "In recent years AED has invested heavily in advanced video presentation technology for large productions and high-end applications. We noticed that there is also a great demand for solutions for smaller-scale applications such as corporate events, for which limited technical knowledge is required. The Roland Pro AV portfolio ranges from a simple entry-level solution to a very complete and compact video mixer with many functionalities and high compatibility for signal processing. Both video and data can be mixed and streamed, up to 4K UHD resolution and all formats below. This is an all-in-one solution, including audio mixing. The addition of the range with a number of useful video tools such as converters and small matrix switchers are very interesting for the rental & staging market as well as for installations. They offer a reliable product of Japanese quality at an accessible price, and that is exactly what an important part of our customers expect today. "

Kees Biemans of Roland Pro AV continues: "The reputation of Roland Pro AV products has increased enormously due to the extensive use and thanks to our good reputation in recent years. A strategic partner such as AED group enables us to increase our reach and further refine the experience we offer to our users. The working method of AED group is fully in line with our own philosophy: a professional AV product is a business asset of which you can expect that it offers the functionality to turn a creative idea into reality in an extremely efficient, reliable, economical and accessible way. We are therefore delighted to further build the success of Roland Pro AV in Europe with a state-of-the-art knowledge house such as AED, where our customers are always guaranteed a leading service at all times.

AED will also provide demonstrations and product training for the Roland Pro AV range in different countries.

About Roland Professional A/V

Roland's Professional A/V division is dedicated to providing solutions in support of video and audio professionals demanding excellence in both performance and functionality. Through the development and support of video and audio products, Roland Pro AV endeavors to improve workflow and maximize creative possibilities in a variety of markets including live event production, live streaming, education, corporate meetings, worship, videography and gaming. For more information, please visit <http://proav.roland.com>.