

**PRESS RELEASE**

**Midwich Group Plc add Roland to their AV solutions line up, appointing Holdan as distributor for UK & Ireland**

*Roland expands their distribution following the successful launch of the V-160HD hybrid events switcher*

**Reading, 14th July 2021:** Roland Professional AV is pleased to announce that they have appointed Holdan as a distributor for their product portfolio in the UK and Ireland.A specialist distributor to the professional video and broadcast sector and part of the Midwich Group, Holdan is ideally placed to support Roland products in key vertical markets including live event production, live streaming, corporate and education.

The announcement follows the successful launch of the Roland V-160HD, a portable hybrid switcher that delivers the pro essentials needed for both in-person and online streaming components of a live event, with the ability to tailor the content for both audiences simultaneously. The latest addition to the Roland line up of AV mixers, switchers, convertors and replayers, the V-160HD represents a high quality solution for the growth market of hybrid events and as such, Roland is strengthening their European distribution to maximise this opportunity.

The Professional AV range of Roland products will be available to Holdan and Midwich in the UK and Square One in Ireland from July 2021.

**Allan Leonhardsen, Managing Director, Holdan, commented:**

“We are extremely proud to represent such a prestigious brand. Roland's portfolio is perfectly positioned to meet users' needs, especially now that adapting to new challenges has become an everyday task. Roland understands users' needs in real-world conditions, and we know that users of traditional video products, who have adapted their presentations to new platforms such as Zoom and MicrosoftTeams will find their product offering very compelling.”

**Kees Biemans, Senior Sales Manager, Roland Pro AV Benelux and UK, commented:**

“The reputation of Roland Pro AV products has increased enormously over the past year. A strategic partner such as Holdan enables us to increase our reach and further refine the experience we offer to our users. We are delighted to further build the success of Roland Pro AV in the UK and Ireland with a distributor as focused as Holdan, where our customers will enjoy exceptional service.”

**END OF PRESS RELEASE**

**ADDITIONAL INFORMATION**

**About Roland Professional A/V**

*Roland’s professional A/V division, dedicated to providing solutions in support of video and audio professionals, demands excellence in both performance and functionality. Through the development and support of video and audio products, Roland Pro A/V 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* [*proav.roland.com/global/*](https://proav.roland.com/global/)*.*

**About Holdan**

*Holdan is one of the largest trade suppliers in the professional video and broadcast sector, supplying resellers and integrators in the UK, ROI and across Europe. Part of the Midwich Group, Holdan represents high profile brands, and provides the highest level of sales, marketing, service, and technical support. Holdan is a value-added distributor, not a reseller.*

**Midwich Group**

*Midwich Group is a specialist AV distributor to the trade market, with operations in the UK and Ireland, EMEA, Asia Pacific and North America. The Group's long-standing relationships with more than 500 vendors, including blue-chip organisations, support a comprehensive product portfolio across major audio-visual categories such as large format displays, projectors, digital signage, unified communications, and professional audio. The Group operates as the sole or largest in-country distributor for several its vendors in their respective product sets.*

 *Initially a UK only distributor, the Group now has 1,000 employees across the UK and Ireland, Continental Europe, North America, and Asia-Pacific. A core component of the Group's growth strategy is further expansion of its international operations and footprint into strategically targeted jurisdictions.*

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