



**Press Release
For Immediate Release**

Roland Announces Strategic Distribution Partnership with Techni+Contact



AV Partners Expand Sales and Support Across Canada

Vancouver, Canada, September 15, 2025 — [Roland Professional A/V](#), a globally respected manufacturer of professional audio and video equipment, announces a new distribution partnership with [Techni+Contact](#), a leading Canadian distributor of audiovisual and unified communications technologies.

As an official distributor of Roland Professional A/V's full suite of products, Techni+Contact now offers the acclaimed Roland V-series video switchers and streaming solutions designed for live events, corporate presentations, education, and worship environments. Known for intuitive design and exceptional performance, Roland products are trusted by professionals around the world.

With this new alliance, Roland is expanding customer sales and support with a team spanning across the Canadian market and working in full step with Techni+Contact to offer complete AV solutions in Canada. The partnership commences in Toronto on September 15 during the first stop of the [Techni+Contact's Let's Connect 2025 Roadshow](#).

"AV pros from across Canada are joining us for a day of hands-on innovation and connection," offered Techni+Contact President Julie Legault. "Products like the popular V-80HD Direct Streaming Video Switcher and its easy-to-use Graphics Presenter software app are among the many Roland solutions on showcase designed to improve creative workflow and output."

"Roland Pro AV's reputation for quality and innovation perfectly aligns with our goal of offering premium solutions that help our clients communicate and collaborate effectively," said JP Berardini, vice president of sales and business development at Techni+Contact. "The partnership strengthens our portfolio with a dynamic new range of specialized video switching, mixing, and streaming products."

Working together, Roland and Techni+Contact are reinforcing their ability to offer Canadian integrators and end-users reliable, high-performance tools that meet the demands of modern AV installations in both fixed installations and live production settings.

For more information, please visit <https://proav.roland.com/global/>.

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, livestreaming, education, corporate meetings, worship, videography, and gaming. For more information, please visit proav.roland.com/global/. Follow Roland Professional A/V on [Facebook](#), Twitter ([@RolandProAV](#)), and Instagram ([@Roland_ProAV](#)).

About Techni+Contact

Techni+Contact is a trusted Canadian distributor of professional audio-visual (AV) and unified communications (UC) solutions since 1979. With a strong focus on fostering meaningful connections, Techni+Contact offers a comprehensive range of products—from interactive displays and video conferencing systems to digital signage and control solutions. designed to enhance communication and collaboration in various sectors, including education, government, corporate, retail, and cultural institutions.

Company Contact:

Rebecca Genel
Media Relations Manager
Roland Corporation
+1 (323) 890-3718
rebecca.genel@roland.com