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elevate AV solutions in South Africa

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Kortrijk, Belgium and Johannesburg, South Africa, 5 October 2023 – Barco, a global leader in visualization technology, announces a new partnership with DWR Distribution, a highly regarded distributor within South Africa’s audiovisual and entertainment industries. This strategic alliance solidifies DWR’s role as an official agent for Barco’s innovative solutions in the region.

DWR Distribution, known for housing a portfolio of top-quality brands, is perfectly poised to elevate Barco’s presence in South Africa’s burgeoning market. With its wealth of industry experience and deep-rooted knowledge, the company is a natural fit to represent Barco’s projection and image processing solutions.

Robert Izzett, Sales Director at DWR Distribution, expressed his enthusiasm, stating, “Barco is globally recognized as a leader in the AV industry, setting international standards for excellence, and we are truly appreciative of the opportunity to represent the brand in South Africa.”

“The industry is seeing a demand for high-resolution, video-based installations that impress audiences with exceptional visual experiences. When it comes to meeting these demands, Barco’s image processing, screen management, and show control solutions check all the right

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boxes,” Izzet continues. “At the same time, DWR has a strong presence in the staging and rental market to provide exceptional support for this high-end range of products. We are absolutely thrilled to have been appointed as a strategic partner and eagerly anticipate this exciting new chapter.”

“This strategic partnership signifies a significant step forward in expanding Barco’s footprint in South Africa’s dynamic audiovisual landscape,” adds Abdulghani Hejazi, META Territory and Country Manager Immersive Experiences at Barco. “By combining Barco’s technology with DWR Distribution’s deep industry insights and track record, clients get access to cutting-edge solutions and services that will transform their visual experiences.”

About DWR Distribution

DWR Distribution is based in Johannesburg, South Africa and is a distributor of lighting, audio and professional audio visual equipment. DWR provides solutions to a range of markets including entertainment, architectural, Houses of Worship, schools, broadcast, television studios, clubs, venues and the live rental market. All equipment sold is backed up with technical support. DWR also offers extensive training to the live events industry.

About Barco

Barco is a global company with headquarters in Kortrijk (Belgium). Our visualization and collaboration technology helps professionals accelerate innovation in the healthcare and enterprise and entertainment markets. We count over 3,000 visioneers, whose passion for technology is captured in over 500 unique patents.

Barco is a listed company (Euronext: BAR; Reuters: BARBt.BR; Bloomberg: BAR BB) and realized sales of 1,058 million euro in 2022.