# DirectOut appoints DWR Distribution as South African Partner

Posted on December 19, 2025




*(Above): DWR's Duncan Riley, Kyle Robson and Kyle Freemantle.*

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“We received a phone call from Ian Staddon at DiGiCo, introducing us to Lorenzo Sassi and the team at DirectOut,” he says. “A lot of DiGiCo distributors across the globe also represent DirectOut, as it’s the audio backbone to signal flow, so I’m very excited about our new appointment! The company manufactures incredibly powerful solutions for managing and converting audio and data signals; it’s seamless redirection and integration is exactly what our clients need.”

Founded in 2008 DirectOut has built a reputation for combining multiple protocols and delivering robust, reliable redundancy. Major events are built on the technology, from touring stadium shows and international broadcasts to dance studios and beyond, the DirectOut modular solutions are providing exactly what engineers require in a single, rack-mountable device. Expanding their global reach with this new partnership is something that Lorenzo Sassi, Head of Sales at DirectOut, is very proud to announce.

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“We are excited to welcome DWR as our new South African distributor,” he says. “After a period of searching, we know we’ve have found a solid and well-established partner in DWR that is perfectly positioned to support our customers in the region. Their reputation precedes them and the brands they represent are a testament to this. It was DiGiCo that introduced us to DWR, and when I heard they were interested in distributing DirectOut, I instantly jumped at the chance.  I met with Kyle and Duncan, and immediately found a great synergy between us. There is a true alignment between our companies in terms of business practices.”

Duncan Riley, Managing Director of DWR, echoes the enthusiasm for this new working relationship.

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“DirectOut enables audio engineers and technicians to elevate their sound to a more professional level, ensuring optimal integration, flexibility, and redundancy,” he concludes. “It brings peace of mind and tremendous value to the range of products we already represent. Best of all, we get to work with the wonderful team at DirectOut.”

DirectOut Technologies, based in Mittweida, Germany, is a leading developer of professional audio connectivity, networking, and bridging solutions for broadcast, studio, live, and installed sound applications. The company is pleased to announce that DWR Distribution is its new partner in South Africa.

Established in 2006, DWR Distribution is a trusted distributor of audio, lighting, AV, and LED display solutions, offering full technical solutions for the architectural, commercial, broadcast and entertainment markets. The company is also home to DiGiCo consoles in South Africa, a relationship that laid the foundation for the new partnership with DirectOut, as Kyle Robson, Sales, Support Specialist for DWR explains.

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