

DWR becomes Official Panasonic Projector & Display (MEVIX)
Partner in South Africa

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Posted on January 30, 2026



DWR Distribution is thrilled to announce its appointment as distributor for Panasonic MEVIX (Media, Entertainment, Visual Transformation) in South Africa. The DWR technical support team has undergone extensive training and is now an official Panasonic service and maintenance centre.

The partnership was confirmed at a recent Panasonic launch event in Dubai, attended by DWR's Robert Izzett and Timothy Wilson. "It was great meeting the Panasonic EMEA team," said Izzett.

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“Tony Molloy played a key role in making this partnership possible.”



(Above): Anthony Molloy (centre) from Panasonic with DWR’s Timothy Wilson and Robert Izzett.

Anthony Molloy (Tony), Division Head of Projector and Display Division at Panasonic Marketing Middle East and Africa FZE, explains, “We are a technology-agnostic manufacturer, providing LCD, 1-chip DLP, and 3-chip DLP projectors—from our entry-level 4,000 ANSI laser series to high-end 50,000 ANSI models. Over the years, we have delivered the correct solution for our customers across a wide range of vertical markets, including corporate, education, live events, and location-based entertainment. With our large-format displays and newly launched all-in-one LED displays, very few brands can offer such diverse visual solutions to the market.”

Tony believes DWR is an ideal partner. “DWR is an established, specialist pro AV distributor with

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deep local market access, technical expertise, and a track record of successfully representing premium global brands in exactly the sectors Panasonic aims to grow,” he says. “From the first meeting, it was clear that DWR has the necessary skills, expertise, and, most importantly, the people to drive our brand forward in South Africa.”

Customers can now access the full range of Panasonic business Projectors, ideal for boardrooms, classrooms, small churches, and similar spaces. DWR will also offer Panasonic’s High brightness range from 5000 ANSI Lumens to 50 000 ANSI Lumens, designed for long operating hours in environments such as retail, hospitality, Live Events & Immersive experiences.

In January, it was a pleasure to welcome Tony and colleagues Toru Akahori and Craig Clarke to South Africa, where they shared intensive hands-on knowledge with the DWR team, providing clients with peace of mind when purchasing Panasonic products.



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“We are very excited about this partnership,” said Timothy Wilson from DWR. “We can now service the business projector market, high-end staging and retail which is incredibly exciting. Thank you to everyone involved. We look forward to growing our partnership with Panasonic and expanding its presence in South Africa.”