



DWR Distribution Unveils Absen Experience Centre in Johannesburg

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DWR Distribution proudly announces the official opening of the Absen Experience Centre, a dedicated showroom showcasing Absen's cutting-edge LED display solutions. Designed to inspire and inform, the centre presents a range of products and applications for the professional AV market, from corporate and control room environments to retail, immersive experiences, and advertising solutions.

The launch event welcomed system integrators and AV professionals for a first-hand look at the technology in action.



Led by DWR's Debbie Buchanan and her team, the Absen showroom was completed in August 2025 after months of meticulous planning. On arrival in the showroom, visitors are greeted by an immersive demonstration space featuring Absen CP1.8 panels across the walls and ceiling, paired with MR2.5 floor LED panels designed to handle heavy loads.



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“This all-in-one setup delivers faster deployment, simpler installations, and a visually striking, immersive environment,” explains Dylan Jones, Head of AV at DWR Distribution. “It’s perfect for applications such as virtual production, where high-performance, durable LED floors can enhance the creative possibilities.”





The Experience Centre also features a Curved LED Display Showcase for creative retail design concepts, a control room setup for mission-critical environments, Indoor and outdoor LED solutions for various commercial applications and a range of other solutions like a boardroom environment option.



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This facility gives clients the chance to see, touch, and imagine the possibilities of Absen technology,” says Dylan. “It also reinforces our commitment to supporting our customers, with in-

house technical team, a dedicated service centre, and expert advice every step of the way. We aren't just moving boxes, but rather focussing on long-term relationships that bring our clients peace of mind."



The showroom is open for everyone to visit and explore the latest LED innovation, whether you are an AV consultants, in the staging and rental market, from a church or school or wherever needed. We look forward to welcoming you and showing LED innovation to enhance your projects.

