

# Jason Johnstone to expand Pro AV market at DWR

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Jason Johnstone, DWR.

DWR Distribution has appointed Jason Johnstone, a longtime friend from the industry, to accommodate its growth in the world of professional audiovisual and system integration.

Jason will work closely with Dylan Jones, DWR's brand manager for products including Absen, Green Hippo and Magnimage. With experience that stretches over two decades, clients can look forward to added value, technical support and expertise.

Joining the live events industry in 2002, Jason was initially employed on the technical side where he carried out servicing and repair work right up to PC board level. "I slowly but surely worked my way up to the selling of staging and then some years ago moved across to the Pro AV where I put

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solutions together, was part of sales and took care of service,” comments Jason. “I’m a big fan of advanced audio video solutions and the idea is to take Absen while focussing on the SI side of the business and possibly introduce new products that will further complement systems.” This will cater for environments ranging from communication to broadcast, boardrooms, auditoriums and wherever needed.

DWR’s Dylan Jones has tirelessly kept the fort, but with a demand of LED screens, media servers and AV in the corporate, studio and live event market, he is more than pleased to have assistance. “I’m very happy to have Jason’s help, eager to learn from his experience, and happy to share anything I’ve learnt with him,” said Dylan.

The corporate industry is not a world where you want to be competing with installations, says Jason. “It’s purely support driven, product driven and all about providing excellent solutions. Dylan is taking me through the different equipment and systems. I am technical and I’ve always believed that you can’t sell something without knowing the technical backend first, especially being in the industry we’re in. I want people to recognize the different side of DWR. AV is a different business stream that we can definitely grow especially with Absen as the base product.”

Looking back in history, Jason first met DWR’s Duncan Riley and Robert Izzett in 2002 when they all worked for Electrosonic SA. “It’s lovely to welcome Jason to the team,” said Robert Izzett. “We have seen growth on the AV side of the industry and it’s a relief to have a new member on the team who will instantly be able to help with the demanding load. I’ve stayed in contact with Jason over the years, and he is a great person who we are very pleased to welcome to DWR.”

Ends Jason, “All these years later we are back together again so it has been an amazing journey and I think it’s going to be even better going forward.”