Roland Professional AV Expands African Market Presence Through DWR Distribution Partnership

Posted on March 17, 2026

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Barcelona, Spain — 16 March 2026 — Roland Professional AV has announced the appointment of DWR Distribution as the official distributor for the Roland Professional AV product range in South Africa. The agreement was signed during Integrated Systems Europe, the world’s leading AV systems integration exhibition, held in Barcelona.

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This partnership represents an important step in Roland’s strategy to expand its presence across the African professional AV market and strengthen support for integrators, production companies, houses of worship, corporate AV teams and content creators across the region.

Fran Gallego, responsible for Roland Professional AV sales development across Southern Europe, the Middle East and Africa, highlighted the strategic importance of the partnership for Roland’s expansion in the region.

“Africa represents an exciting and rapidly evolving market for professional video production. Partnering with DWR Distribution allows us to combine Roland’s globally trusted technology with a distributor that understands the local industry and can support professionals with the expertise and service they need to succeed,” said Gallego.

Through this collaboration, DWR Distribution will focus on expanding Roland’s portfolio of video switchers, direct streaming solutions and Hybrid AV mixers, systems trusted worldwide for their reliability, intuitive workflows and compact design.

“The aim is to expand and strengthen Roland Pro AV in the touring, house of worship and professional AV markets,” said Werner Nieman from DWR Distribution, who will oversee the Roland brand locally. “Our focus will be on Roland’s range of switchers, direct streaming solutions and innovative Hybrid AV mixers. These respected products are trusted by professionals across the globe. For DWR, it is also a great privilege to work with the team at Roland, who have proven to be supportive, knowledgeable and collaborative.”

Supporting the growth of hybrid and live streaming production

Demand for professional video production continues to grow across sectors such as corporate events, education, houses of worship and digital content creation, all of which increasingly rely on reliable live streaming and multi-camera production systems.

Roland Professional AV solutions are designed to meet these evolving needs by combining video switching, signal processing, streaming and audio mixing into compact, easy-to-deploy systems that deliver professional performance while simplifying production workflows.

To ensure the highest level of service and support, several members of the DWR team — including Werner Nieman, Dylan Jones, Timothy Wilson and Jade Manicom — have completed dedicated Roland Professional AV training. This enables DWR to provide product guidance,

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system design assistance and technical support to customers across South Africa.

“At DWR, we believe high-quality video should be accessible, whether you’re running a global summit or a local corporate workshop,” added Nieman. “To meet the demand for compact yet powerful technology, we have embraced the Roland Pro AV range. These systems bridge the gap between simplicity and professional 4K performance, integrating signal processing, streaming and audio mixing into a single footprint. It’s the legendary Japanese build quality our customers expect, backed by the DWR support they trust.”

Founded in 1972 in Japan, Roland Corporation is internationally recognised for its innovation in electronic musical instruments and professional audio-visual technology. Roland Professional AV products are widely used in live production, broadcast, corporate events and houses of worship where reliability and performance are essential.

In South Africa, Roland Musical Instruments are handled separately by Bothners, while DWR Distribution will now manage the Roland Professional AV portfolio.

This partnership reflects Roland’s ongoing commitment to supporting modern video production with solutions that combine Japanese engineering, reliability and innovation with strong local expertise.

About Roland Professional AV

Roland Professional AV provides innovative video switching, audio mixing and streaming solutions designed for modern hybrid production environments. Built on Roland’s reputation for precision engineering and reliability, Roland Pro AV products are trusted worldwide by broadcasters, live production teams, corporate AV professionals and content creators seeking powerful yet easy-to-use production systems.

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