Samsung’s Strategic Collaboration with DWR Distribution Helps Expand its Display Solution Business

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Dylan Jones (DWR), Duncan Riley (DWR), Samsung’s Jason Rall, Byeongmin Kim,

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Hendrik Pretorius, Timothy Wilson (DWR) and Robert Izzett (DWR).

Through this Strategic Integration – the Partners are Positioned at the Forefront of the Commercial Display Sector by Expanding its B2B Outreach

JOHANNESBURG, South Africa – Samsung Display Solution Business, one of the global market pioneers in professional digital signage displays for 17 consecutive years since 2009; is pleased to announce that it has recently signed a distribution agreement with DWR Distribution – a highly renowned South African-based distributor of AV, lighting and audio products.

This agreement will see DWR distribute Samsung’s Display Solution product portfolio across the Southern Africa region and is designed to not only expand market reach, but more importantly to make some of Samsung’s more bespoke Display Solution products more easily accessible to customers through DWR’s value-add services.

DWR Distribution (Pty) Ltd is a local, value-added distributor of AV, lighting and audio products to the rental and stage, houses of worship and pro AV markets and is highly renowned for its keen customer service – offering a turn-key approach to distribution. This prominent, locally-based technical solutions provider is heavily rooted in the live events space as well as rental, staging and corporate AV sectors.

In addition, through DWR’s distribution channels and exhibition footprints, Samsung is driving adoption for its latest high-end displays. This includes Samsung’s next-generation solutions like the **Spatial Display SM85HX** (featuring 3D immersion), the Interactive **WAF-P Series** as well as its giant **115-inch 4K UHD QHFX115** signage hardware.

This strategic partnership was able to reach massive industry visibility at Mediatech Africa 2026. Operating within the DWR Village alongside premier audio-visual brands, Samsung’s team had the opportunity to showcase its commercial B2B line-up directly to thousands of system integrators, corporate venue owners and education sector clients.

DWR brings immense value to Samsung’s display ecosystem by pairing it with cutting-edge media playback, live events control system and staging technology, ensures that Samsung’s ultra-large screens can be seamlessly deployed in complex Audio Visual environment. Because DWR’s core business model focuses heavily on after-sales technical support, product training workshops and local stock holding – it acts as a crucial catalyst for Samsung.

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And, as a catalyst – this partnership is able to help mitigate risk for customers ensuring that complex professional display installations receive prompt, expert regional servicing. Importantly, this alignment also directly feeds into Samsung’s broader global strategy of maintaining its dominance in the commercial display sector. By utilising DWR’s intimate connections to South African AV integrators, Samsung successfully bridges the gap between hardware production and specialised, localised deployment.

“This strategic partnership brings together the strengths of both organisation’s: Samsung’s market-leading professional display technology and DWR’s highly skilled team and renowned customer service. Together, we will make our more technically bespoke solutions more accessible to customers, while expanding DWR’s portfolio and creating new opportunities for the customers we serve.” Jason Rall, Head of Display Solutions

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