

Exertis Pro AV is new distributor for the Canon PTZ camera segment

Uhingen, January 17th, 2023

Exertis Pro AV and Canon Germany are pleased to announce a strategic distribution partnership. Exertis Pro AV is now the authorized distributor for the Canon PTZ camera segment in Germany.

Canon, a Japanese company headquartered in Tokyo with offices worldwide, is a global technology leader in digital imaging solutions for the consumer and business markets. The new partnership will enable Exertis Pro AV, one of the largest value-added distributors of AV/IT media technology headquartered in Uhingen, Germany, to distribute Canon Deutschland GmbH's PTZ camera segment. The target markets primarily include system integrators from the audio, video, broadcast, education, corporate events and cultural sectors.

"Our goal is to continuously expand the possibilities of our integrated solutions and to create a holistic production ecosystem with our products and services from which especially video conferencing solutions as well as the entertainment industry can benefit. Therefore, we are pleased to have a renowned distribution partner with Exertis Pro AV at our side to jointly meet the increasing demand in the field of remote video production, live streaming, hybrid learning as well as UCC and collaboration", comments Alexander Müller, Pro Imaging & B2B Sales Director DACH at Canon, on the newly concluded partnership.

Carsten Steinecker, Managing Director Business Development at Exertis Pro AV, also welcomes the new partnership: *"Working with Canon as a PTZ quality manufacturer with a strong track record in demanding installations rounds off the top of the camera range for the UCC, Pro AV and broadcast sector. We look forward to a successful collaboration"*

About Exertis Pro AV

Exertis Pro AV has been one of the largest and most renowned value-add distributors for AV media technology in Europe for more than 30 years and has been part of DCC Technology Trading/Exertis since 2019. Headquartered in Uhingen near Stuttgart, the company has four international subsidiaries and additional sales offices and distributes the products of more than 80 well-known manufacturers. The product range includes solutions in the areas of "Conference Room", "Education", "Digital Signage", "Broadcast" as well as "UCC and Collaboration" and supplies dealers, system integrators and architects with the optimal hardware and software for their requirements. A new and effective sales structure with fast order processing, consulting, professional support as well as project notifications and project price requests creates real added value for our customers. This is what our claim stands for: "Make extraordinary happen." Exertis Pro AV provides excellent service, direct solutions and builds long-term partnerships with its manufacturers and distributors. For more information, please visit the company's website at: <https://www.exertisproav.de/en/>

About Canon Germany

Canon is a global provider of imaging technologies for photography, film, multifunctional digital printing and copying systems, medical technology, software and services. Founded in Japan in 1937, the company now has more than 340 subsidiaries worldwide with around 184,000 employees. In Europe, there are more than 22,000.

Canon is a multi-award winning and extremely popular brand and has been ranked in the top 5 for over 35 years and in the top 3 of the US patent rankings for 10 years. Canon has been ranked #1 among Japanese companies for 16 years. To this end, eight percent of sales are invested in research and development each year. Corporate Social Responsibility is an integral part of the corporate philosophy "Kyosei": living and working for the common good.

Canon Deutschland GmbH, headquartered in Krefeld and with offices throughout Germany, employs around 1,500 people and was named a Top Employer in 2022 for the sixth year in a row. As a co-creator of the digital transformation, Canon positions itself in Germany as a driving force that advises and accompanies companies on their way through change processes.

Image material for press release

[Key Visual](#)

[Exertis Pro AV Logo](#)

[Canon Logo](#)

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