

# Ikan International Partners with DataVisual Marketing to Expand Integrated Studio Solutions across Canada

*Leading broadcast innovator leverages Canada's premier AV distributor to deliver comprehensive "Blue Ocean" ecosystem solutions nationwide*

HOUSTON, TX, UNITED STATES,  
October 31, 2025 /EINPresswire.com/ --

Ikan International, a pioneer in integrated broadcast studio solutions, today announced the appointment of DataVisual Marketing as their exclusive Canadian distributor, marking a significant expansion of Ikan's comprehensive ecosystem approach to the Canadian market. This strategic partnership brings together two industry leaders united by a shared vision of simplifying complex broadcast technology, while empowering content creators to focus on their storytelling mission.



## Empowering Canada's Creative Ecosystem

The partnership addresses the growing demand for professional-grade broadcast solutions across Canada's diverse institutional landscape, from corporate communications and educational institutions to houses of worship and government agencies. DataVisual's proven track record in delivering end-to-end AV solutions aligns perfectly with Ikan's philosophy that "the studio is the product"—a comprehensive approach that transforms complex broadcast deployments into seamless, integrated experiences.

"We're thrilled to partner with DataVisual, a company whose commitment to comprehensive customer support mirrors our own dedication to simplifying the art of broadcasting," said Daniel Napier, Ikan's Channel Manager for the EMEA region. "Their extensive national sales network and deep technical expertise create the perfect foundation for delivering our 'Blue Ocean' solutions—including our revolutionary Lyra PoE Studio lighting series, and Aura NDI I/P

prompting systems—to Canadian customers who deserve nothing less than professional-grade excellence with accessible operation."

### Pioneering the Integrated Studio Revolution

This partnership introduces Ikan's innovative ecosystem approach to the Canadian market, featuring breakthrough technologies that address the fundamental challenges of studio deployment. The initial focus on Ikan's "Blue Ocean" product portfolio demonstrates the company's commitment to delivering solutions that don't just meet current needs but anticipate future requirements. The Lyra PoE Studio lighting series represents a paradigm shift in broadcast lighting, enabling permit-free installation through Power-over-Ethernet technology while reducing power consumption significantly.

### Comprehensive Support Ecosystem

What distinguishes this partnership is the shared commitment to comprehensive customer support that extends far beyond product delivery. DataVisual's national infrastructure—featuring dedicated sales teams, business development specialists, and inside sales support—provides the personalized service and technical expertise that Ikan's professional customers expect.

"DataVisual's approach to customer success perfectly complements our integrated solutions philosophy," Napier explained. "From demonstration equipment and product specification support to vendor training and robust marketing assistance, they understand that true partnership means empowering our mutual customers to achieve their creative and operational goals."

### Market Leadership Through Innovation

The timing of this partnership reflects broader industry transformation, as traditional broadcast and AV technologies converge around IP-based solutions. Ikan's strategic positioning at the forefront of broadcast-over-IP innovation, combined with DataVisual's established relationships across Canada's AV ecosystem, creates unprecedented opportunities for system integrators and media professionals seeking competitive advantages through integrated technology solutions.

### Seamless Transition to Professional Excellence

Effective immediately, DataVisual becomes the primary point of contact for all Canadian customer inquiries, sales support, technical questions, and ongoing service needs. This transition ensures uninterrupted service while providing Canadian customers with enhanced access to Ikan's complete product catalogue, technical expertise, and comprehensive support infrastructure.

The partnership launches with immediate access to Ikan's full ecosystem of professional

broadcast solutions, ensuring that whether customers require focused "Blue Ocean" implementations or comprehensive studio buildouts, they receive the same high-quality service and innovative technology that has established Ikan as a leader in integrated broadcast solutions.

#### About Ikan International

Founded on the principle that every broadcaster deserves the tools to create without limits, Ikan International pioneers integrated studio solutions that bridge traditional broadcast excellence with cutting-edge IP-based technology. From revolutionary PoE lighting systems to comprehensive ecosystem solutions, Ikan empowers system integrators and media professionals to focus on content creation while we handle the technical complexity. Visit our website at <https://www.ikancorp.com>

#### About DataVisual Marketing

As Canada's leading value-added distributor of Audio Visual and technology solutions since 1995, DataVisual Marketing delivers comprehensive support through national sales teams, technical expertise, and direct end-user engagement. Based in Ottawa, DataVisual represents industry leaders in integrated solutions across presentation, video conferencing, staging, and broadcast markets, enabling resellers and consultants to provide exceptional AV solutions and support. Discover more at <https://datavisual.ca/>.

#### Sales

Ikan International

+1 713-272-8822

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/863303086>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.