



FOR IMMEDIATE RELEASE

Dan Whealy Acquires Heartland Video Systems as the new Owner and President

PLYMOUTH, Wis. — July 01, 2025 — Heartland Video Systems, Inc. (HVS), a premier video systems integrator, consulting firm, and manufacturer of the Videstra Micro-Local IP camera management solution, is proud to announce that Dan Whealy, a key member of the HVS family, has officially transitioned as the new Owner and President of the company. Dan brings a wealth of experience as both a long-time broadcaster and valued former customer.

This transition marks the beginning of a vibrant new chapter for HVS; one grounded in stability and continuity. Dennis Klas, former President & Owner will stay on through mid-2026 to support Dan and ensure a smooth and seamless handover. All key staff members, corporate structure, and customer-focused sales and support will continue. HVS will remain the company everyone already knows, built on the core values of being Customer-Focused, Dedicated and Caring, and Honest and Ethical. HVS is widely recognized as a company with an outstanding reputation and extremely skilled workforce in the broadcast market and the go-to-source for ATSC 3.0 systems and deployments.

Dan brings 21 years of experience in the broadcast industry, with a well-rounded background in both radio and television and a deep understanding of all facets of broadcast technology. His career has spanned roles from hands-on engineering to executive leadership, including time at Quincy Media and, more recently, as Chief Technology Officer at Allen Media Broadcasting (AMB).

At AMB, Dan led the company's technological strategy and innovation across a nationwide group of network affiliates. Under his leadership, the organization achieved significant operational and infrastructure improvements, realizing multimillion-dollar annual savings through strategic capital initiatives. He brings extensive expertise in ATSC 3.0, studio technology, and cutting-edge aerial-based newsgathering solutions for local news coverage.

This blend of technical depth, strategic vision, and industry-wide experience positions Dan exceptionally well to lead Heartland Video Systems into its next chapter.

"It is an incredible honor to lead Heartland Video Systems into its next chapter. As a long-time former customer and current employee, I developed a deep respect for the legacy built by Dennis and the HVS team—one rooted not only in visionary leadership and integrity, but in a culture of outstanding ethics, transparency, trust, dedication, and service. That culture is what has made HVS so special to its employees, customers, and partners over the past three decades—something that is very near and dear to my heart to preserve going forward.

To all of you—thank you for the relationships, hard work, and shared purpose that have fueled our success. I want to reassure everyone that there will be continuity across the board during and after this transition process—HVS will continue to operate with the same team, the same mission, and the same focus on excellence that you've come to expect and know.

As we move forward, HVS will remain a 100% family-owned company—retaining the agility, flexibility, and responsiveness that have always allowed us to quickly adapt to the needs of our customers and partners. I am deeply committed to preserving the values and culture that define HVS, while embracing new opportunities to grow, innovate, and serve with excellence. Together, we will build on our legacy and shape an even stronger, more resilient future for the next generation of HVS—and for everyone we cherish, value, and proudly serve in our business.” states Dan Whealy, President & Owner, Heartland Video Systems

“I am deeply appreciative of the personal and professional relationships I have formed throughout my journey in television. As this journey is now 40 years along, it is time to pass things on to the next generation. As a former customer and current employee, Dan fully understands and embraces our values and relationships. It has been a primary goal for me to assure that the values and ethics that have built HVS are continued after my ownership. I trust that Dan is understanding and well-positioned to succeed for our employees and customers.” states Dennis Klas, Former Owner of HVS and Strategic Transition Manager.

“This is an exciting new chapter for HVS. Dan and I will work closely together to ensure this transition is as smooth as possible for both our employees and our customers, while preserving the values and culture that define HVS!” states Linda Haney, General Manager of HVS

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About Heartland Video Systems

Heartland Video Systems (HVS) has been supplying the U.S. with quality communication equipment, professional installation services, and ongoing technical support for 20+ years. HVS is a proud member of the Society of Broadcast Engineers (SBE), honored recipient of a 2010 Engineering Excellence Award, and a voting member of ATSC. In 2024, HVS acquired Videstra; a Micro-Local IP camera management system that provides broadcasters an integrated solution for broadcast production workflow and web content publishing including new revenue opportunities through camera sponsorships.

HVS has partnered with a multitude of major communication equipment manufacturers to provide technologies for all links in the broadcast chain. HVS offers a wide selection of manufacturers, enabling customers to easily choose the products they need while enjoying excellent customer service. HVS caters to many multimedia production platforms, including television stations, broadcasting stations, colleges and universities and postproduction facilities. We look forward to the opportunity to assist you in the audio and video equipment supply field.

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