

PRESS RELEASE

ROE VISUAL GEARS UP FOR IBC 2022 ROE Visual Brings Broadcast Orientated LED Solutions to IBC

Leek, the Netherlands (August 29, 2022) – ROE Visual is excited to participate in the upcoming IBC Exhibition, which takes place from 9-12 September 2022, in the RAI in Amsterdam. ROE Visual's stand will reflect its increased activity in the market for broadcast and film, showcasing new products and technologies. You can find ROE Visual in Hall 7, stand C11.

IBC is the world's most influential media, entertainment, and technology show. After a 2-year pause, IBC is delighted to bring the content and technology industry together again in 2022 to discover the future of media and do business face-to-face.

ROE Visual will present its products in Hall 7, stand C11, bringing its latest innovations to the IBC Exhibition. ROE Visual will showcase products and technologies tailored for broadcast and film applications, reflecting ROE Visual's extensive growth in this market segment over the past years. Bringing a range of products well-suited for broadcast applications, ROE Visual aims to visualize the added value of LED screens for broadcast and film applications.

"Our growing engagement with and expertise in the market for broadcast and film is manifested in our current product portfolio," states Roelof Bouwman, General Manager for ROE Visual EU. "We're well-aware of the demanding requirements that go hand-in-hand with working with in-camera shoots. Our partnerships with companies like ARRI, Unreal Engine, and disguise reflect that engagement and focus on getting the most out of the LED technology for our users".

Debating broadcast-grade LED solutions

ROE Visual showcases a selection of its latest LED products, like the Amber AB1.5, the Ruby RB2.3 and Ruby2.3-C, a curved LED panel, and the Black Marble LED floor.

ROE Visual will debut the Ruby RB1.9BV2 LED panel at IBC. The [Ruby 1.9BV2](#) is a high-performance, broadcast-grade HD-LED panel. The LED panel is designed for broadcast and virtual production applications and offers cutting-edge LED design and technology, with high-speed components and true-to-content color representation. Its high frame rate, high refresh rate, and low scan lines make its in-camera performance unrivaled. ROE Visual will use this innovative LED panel for [the live GhostFrame demonstrations](#).

Press Contact:

Marina Prak, Marketing Manager
ROE Visual Co. Ltd.

T: +31 50 211 0990 E: marina@roevisual.eu

www.roevisual.com



ROE Visual LED panels are also part of the stand of [disguise](#) (hall 2 A35), which will feature a full 12 x3 extended reality (xR) stage. The stage will let visitors get hands-on with creating real-time UHD content using the same tools as Netflix, Amazon Prime and ITV.

Live GhostFrame Demonstrations

ROE Visual and its GhostFrame partners AGS and Megapixel VR have selected the IBC Exhibition as the central platform to showcase the game-changing GhostFrame technology. This new and innovative technology will be demonstrated live throughout the show in a broadcast-orientated setting to highlight the workflow advantages of GhostFrame for broadcast applications. Available places will be limited. Members of the GhostFrame team will be at the stand to explain the technology and its benefits for film and broadcast studios.

[Register here.](#)

The [ROE Visual team](#) is excited to be able to engage with the IBC visitors. "We look forward to the show immensely, having vis-a-vis contact with clients and visitors and showing our solutions for broadcast applications," comments Bouwman. The IBC Exhibition provides an excellent opportunity for the ROE Visual team to network and engage with new and existing clients and users or to discuss any LED projects or queries you may have.

Don't forget to register to obtain your free admission vouchers. **Use Code IBC7810.**

[Free registration for the IBC show.](#)

Meet the ROE Visual Team in Hall 7, stand C11.

Products presented:

Ruby RB1.9BV2

GhostFrame

Amber AB1.5

RB2.3, Ruby2.3-C

Black Marble BM4

****ENDS****

About ROE Visual

Founded in 2006, ROE Visual manufactures unrivalled, award-winning LED display technology for a broad range of applications, including touring productions, broadcast, film, live and virtual events, corporate, architectural, retail, control room, and many more. Used by the most significant touring artists and spectacular broadcast events, retail and architectural installations, ROE Visual's products live up to the exacting demands of the industry's creatives and technologists. ROE Visual products offer maximal creativity, ease of use, durability, and visual excellence. By enabling spectacular and breathtaking visual effects to come to life on a large display format, immersive experiences for performers and audiences all over the globe can be created. The company enjoys relationships with leading global AV Installers, rental companies, and notable partners in the production, film,



and event industry. ROE Visual offers expert knowledge in LED display technology and extensive support on a global scale through its American, European, and China-based teams. For more information, please visit:

<https://www.roevisual.com/nl-en/>

About GhostFrame

GhostFrame makes the impossible possible. GhostFrame works by displaying more than just the video feed on the LED panel, combining hidden Chromakey, hidden Tracking, and Multiple Source video feeds into a single production frame. You choose which elements are visible to the human eye and only to the camera. Combining the strengths and possibilities of LED and camera technology, GhostFrame enables creative and powerful use of video and broadcast technology.

GhostFrame is a collaboration of AGS, Megapixel VR, and ROE Visual. These companies have combined their respective IP to enable the GhostFrame technology, adding TrackMen as the exclusive partner for the GhostFrame Track feature. Joining forces and technological expertise, they have formed GhostFrame and made it possible to deploy the technology in the field.

Exclusively available for ROE Visual LED panels and HELIOS processing, you can use your existing hardware and a GhostFrame license key to release this multi-patented touch of magic.

More information: <https://www.ghostframe.com>