

## PRESS RELEASE

### ROE VISUAL PREMIERS NEW LED PRODUCTS AT PROLIGHT + SOUND

#### Discover ROE Visuals Latest LED Solutions for Live Events

**Leek, the Netherlands (4 March 2022)** – Live events are back, and ROE Visual is ready to support you with new LED products. ROE Visual launches new and unique LED products at the Prolight + Sound Exhibition, showcasing the latest LED innovations in an inspirational setting.

The Prolight + Sound exhibition in Frankfurt, Germany, takes place from 26-29<sup>th</sup> April and offers an excellent platform to experience the latest trends and products of the event technology industry and participate in the industry's restart. ROE Visual's striking stand design highlights the creative capabilities of the products presented and creates a platform to meet and catch up after a lengthy absence. Excited to be back on the show floor, the ROE Visual team is looking forward to meeting you again in person. **Join ROE Visual in Hall 12.1 stand B81.**

#### Notable Product Launches

Don't miss this chance to see ROE Visual's latest product innovations. Not only will ROE Visual present a range of new products for the live event industry and AV integration, but you can also have a sneak-peak at the latest product developments and prototypes.

#### Black Quartz BQ3

A product made for outdoor touring is the Black Quartz. After successfully introducing the Black Quartz BQ4, this LED panel became iconic during the ESC in 2021. The Black Quartz is now available in a superb pixel pitch of 3.9mm. The Black Quartz LED panels have an incorporated folding bracing truss. Once mounted, the LED panels are wind-load resistant and can be used until 20m/sec wind speeds. The Black Quartz stands out with an unrivaled visual performance using only the best components. Using Black LEDs, Black Quartz sports a high contrast ratio and wide color gamut. High-performance processing cards include functionalities like natural true color, low latency, module calibration, edge correction, HDR10, and high grey scales on low brightness.

#### Black Marble BM2

ROE Visual's Black Marble LED floor is in high demand. Used for live and hybrid events, broadcast, and XR stages, the applications of this unique LED floor are manifold. ROE Visual launches the Black Marble BM2 at the Prolight + Sound. This popular LED floor is now available in a 2.8mm pixel pitch. Its matte finish offers a non-reflective LED panel, ideal for broadcast or XR stages.

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## **Ruby RB1.9**

Are you looking for a high-end LED screen with unrivaled visual qualities? ROE Visual just launched the Ruby RB1.5 and the RB1.9b – both LED panels offer outstanding visual performance in a fine pixel pitch. Sporting advanced driver ICs and LEDs with large color space, Ruby is fully HDR adaptive. Adding excellent color depth and great greyscales to your visuals, Ruby offers precision imagery, showing black in endless scales and fluent gradients. Innovative common cathode technology significantly reduces the panel temperature, resulting in efficient heat-dissipation, reduced color differences, higher brightness, and reduced power consumption by 20-25%.

## **Products for AV Integration**

### **Opal – The Versatile LED Platform**

Having the freedom to create without restrictions and enabling designs out of the ordinary without customizing your LED panel time and again; that's what inspired ROE Visual to create the Opal LED platform for its fixed install range. Opal can be used indoor or outdoor, uses adaptable 300x300mm LED modules, and has various frame dimensions. Sustainable common cathode technology and 4in1 LED guarantee supreme visual display.

All LED displays in the stand are powered by the HELIOS LED processing platform, while the content for the whole stand runs from a media server from disguise.

### **Reconnect with our team**

Feel invited to join us at the stand. Grab some coffee and enjoy conversation – the ROE Visual team is eager to reconnect, catch up, or lend their expertise and support when required. **Join us at Prolight+Sound. ROE Visual Hall 12.1 B81.**

**\*\*ENDS\*\***

### **About ROE Visual**

Founded in 2006, ROE Visual manufactures unrivaled, 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 industries creatives and technologists. ROE Visual products offer maximal creativity, ease of use, durability, and visual excellence. By enabling spectacular and breath-taking 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: [www.roevisual.com](http://www.roevisual.com)

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