

ROE Visual Premieres at Integrate Middle East

Bringing LED-based Solutions for the AV and Media Technology Industry

Dubai, UAE (April 7, 2023) – ROE Visual will participate in the [Integrate Middle East](#) exhibition, focusing on the ME market. The Integrate ME and CABSAT exhibitions create an excellent platform to connect with existing customers and partners and actively reach out to new connections in this region. The team will showcase products for the integration and the broadcast market verticals. ROE Visual will be at Stand AR-C10.

Integrate Middle East is a premier forum and sourcing platform for the global professional AV & Media Technology community, connecting technology leaders with integrated solution buyers from the intersecting worlds of Education, Media, Entertainment, Hospitality, Retail, and Communication. This year, the show will be held from May 16-18, 2023, in Dubai, UAE.

Showcasing its LED-based products and technologies for the various market verticals ROE Visual serves, the booth will focus on AV integration, events market, and broadcast applications. Bringing various ROE LED products to the exhibition floor, ROE Visual will present several of its AV integration products, like the Amber and Opal LED platforms.

The booth will also feature a virtual production area. The Black Marble BM4 and the Black Pearl BP2V2 will provide the perfect visual canvas to showcase the ground-breaking GhostFrame technology. In addition, some of ROE's products for the rental market will be presented, such as the highly popular Vanish V8T and the high-end Ruby platform.

A Megapixel VR LED processor will be powering the LED screens on the booth, along with the disguise VX4 media server which will manage content distribution.

The ROE Visual team is very enthusiastic about connecting with industry peers. "Integrate ME offers the perfect opportunity for our team to connect and reach out to the Middle East market. Our presence here signifies the importance of this market for us. It's great to discuss our state-of-the-art LED display solutions first-hand and connect directly with the visitors. We're eager to meet you at our booth to discuss your requirements and explore new business opportunities," states Khalid Sweidan, Vice President of Sales in the Middle East and Africa.

Products on Display at Integrate Middle East 2023

Black Pearl BP2V2 – These highly regarded LED panels have been an essential component of many virtual production stages around the world. The BP2V2 panels boast high color accuracy and optimal in-camera performance that industry professionals have come to count on. The panel produces breathtaking visuals even in challenging

circumstances.

Black Marble BM4 - The Red Dot Award-winning Black Marble LED floor panel is widely used for live events and broadcast applications. Offering a high-contrast glass or matte finish, these floor panels are ideal for a variety of creative applications.

Amber 1.5 – The panels support uncomplicated installation, adaptable design, and easy, low-key, and low-cost maintenance that go hand-in-hand with high-end performance and unequaled visual qualities.

The LED platform offers simplified installation, versatile design, and low-key, low-cost maintenance, while providing outstanding performance and unmatched visual quality.

Opal 1.2 -.The Opal LED platform is renowned for its remarkable visual performance. Featuring black LEDs, the canvas offers a high contrast ratio and wide color gamut, delivering a stunning high-definition viewing experience with unparalleled color accuracy.

Vanish 8T - Boasting a transparency of 50%, the Vanish V8T LED panel delivers exceptional performance in outdoor settings with its high brightness and wide viewing angles.

Ruby 1.5 - The Ruby RB1.5 offers an impressive 1.5-pixel pitch LED panel featuring 4in1 LED technology. Enjoy stunning visuals with its advanced LED panel, delivering a wide viewing angle, high contrast, and minimized reflection.

ROE Visual at Booth AR-C10! We look forward to your visit.

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