

## PRESS RELEASE

### ROE VISUAL BRINGS GROUNDBREAKING LED SOLUTIONS TO ISE Presenting LED Technology for the Pro AV Solutions Market

**Leek, The Netherlands (24 January 2023)** – With a range of new LED-based solutions and products to showcase, ROE Visual is gearing up for a blazing ISE Exhibition. Providing an excellent platform for its cross-over audience to discover new and innovative LED technology, ROE Visual will showcase a range of dedicated products for the vertical sectors served by the pro AV solutions market, such as AV Integration, broadcast, and live events.

Integrated Systems Europe is the world's leading AV and systems integration exhibition. Back to its original timing, ISE 2023 is taking place from 31 January-3 February 2023 in Barcelona. The show brings together the world's leading technology innovators and solutions providers under one roof.

ROE Visual's LED-based solutions and new products are highlighted in a setting that enhances the products' creative capabilities while providing a welcoming environment to meet.

"Partaking in this event offers a perfect way to strengthen client relations and engage with new contacts," states Roelof Bouwman, managing director for ROE Visual Europe. "The vertical markets we serve, like live events, broadcast, and AV Integration, all assemble at the ISE. We create a holistic approach on our stand, showcasing that we are indeed the solutions provider for LED-based technology and can cater to the needs of all these markets and their specific applications".

"The ISE show reflects the cross-over effect in the AV industry. Similar solutions, technologies, and products are used in various market segments. We see a growing interest in XR stages and virtual production from corporate and learning institutes, which have started using new technologies for communication and education. The ISE is the go-to show to discover the latest technologies in this field, so we're happy to showcase our integrated solutions for the corporate, education, live events, and venue markets", comments Olaf Sperwer, Virtual Production specialist at ROE Visual.

With representatives from all the international ROE Visual offices at the show and underlining its unmatched expertise in the field of LED technology, the ROE Visual team is looking forward to the show! **Join ROE Visual in Hall 3, stand C850.**

#### Products for AV Integration

The ROE Visual stand at the ISE is packed with products and action! The new Ruby 1.9BV2 LED panel will display stunning visuals on a massive wall. There will be an immersive demonstration of GhostFrame, showcasing the product's advantages for virtual production.

A wide range of new LED products, such as the Ruby RB2.6, Graphite, Black Marble BM2, and OPAL, can be found throughout the stand, next to cutting-edge technology, such as the implementation of the SMPTE 2110 data protocol.

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### **New launches for the Ruby LED Platform**

Are you looking for a high-end LED screen with unrivaled visual qualities? ROE Visual has added more family members to its excellent Ruby LED platform. Demonstrating outstanding visual performance in a fine pixel pitch, the Ruby RB1.9Bv2 will undoubtedly be the focus of attention at this year's ISE stand. The Ruby RB2.6, RB2.3-C and RB1.5 LED panels will be on display, highlighting the sheer adaptivity of this LED platform.

Ruby is entirely HDR adaptive, equipped with advanced driver ICs and LEDs with large color space. Ruby offers precision imagery, showing black in endless scales and fluent gradients, adding excellent color depth and great greyscales to your visuals. 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%.

### **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 for in- and outdoor applications and has adaptable 300x300mm LED modules and various frame dimensions. Sustainable common cathode technology and 4in1 LED guarantee supreme visual display.

ROE Visual will display the [Jasper](#) LED platform for system integration alongside the Opal platform.

### **Launching Black Quartz BQ6**

A product made for outdoor touring is Black Quartz. After successfully introducing the Black Quartz BQ4 and BQ3, this LED panel is the reference for outdoor events throughout Europe. The [Black Quartz](#) is now available in a superb pixel pitch of 6.2mm.

The Black Quartz LED panels have an incorporated folding wind-bracing truss. Black Quartz stands out with an unrivaled visual performance using only the best components; Black Quartz sports a high contrast ratio and wide color gamut using Black LEDs. High-performance processing cards include functionalities like true natural 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 system integration, live and hybrid events, broadcast, and XR stages, the applications of this unique LED floor are manifold. ROE Visual premieres the [Black Marble BM2](#) at the ISE, now offering this popular LED floor in a mere 2.8mm pixel pitch. Its matte finish provides a non-reflective LED panel, ideal for broadcast or XR stages.

### **GhostFrame**

Want to see the latest solution in virtual production for Broadcast and Film? Discover the advantages of GhostFrame at the ROE Visual stand, where we have prepared an immersive GhostFrame experience for you! Using a setting of a BP2V2 LED wall and a BM4 LED floor, GhostFrame's ground-breaking solution is visualized. Nice perk; take along your personalized screenshot picture.

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The LED displays in the stand are powered by the HELIOS LED processing platform by Megapixel XR, while the content for the whole stand runs on a VX4+ media server from disguise.

### **We love to meet you!**

Don't miss the ROE Visual stand for an inspiring LED experience. The ROE Visual team of knowledgeable LED experts will be happy to demonstrate the latest novelties, or just share a coffee, catch up and reconnect. ROE Visual **Hall 3 stand C850**.

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### **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 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: [www.roevisual.com](http://www.roevisual.com)

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