

PRESS RELEASE

ROE Visual UK Hires Industry Veteran David March

Shenzhen (10 February 2023) – ROE Visual announces the appointment of David March as Business Development Director Live Events/Rental for the UK. Looking to expand its UK activities further and strengthen the UK operation, ROE Visual is delighted to welcome this seasoned industry veteran on board. The subsidiary ROE Visual UK sales office offers direct support and service in the regional market to enhance and grow ROE Visual's sales opportunities in the UK.

David March, brings a wealth of experience and a broad network of lighting designers to the team. Throughout his career in the live event business, David has gained in-depth insights into both the creative, technical as well as commercial side of our industry. His career spans work experience at AED, VER, Green Hippo, and 4wall, which enables him to understand and serve ROE Visual's client base from various perspectives.

Based on his extensive experience in the live event industry and equipped with good humor and a keen understanding of business relationships, David is delighted to start in his new position. "I consider myself lucky to have befriended hundreds of talented people and been part of many amazing businesses in areas like lighting & video production rental, lighting, and control manufacturing/distribution. Building engagement and working in a team that shares the same motivation is very inspiring", says David.

"As I could experience during my first week at the ISE exhibition, ROE Visual is undoubtedly recognized as a high-quality brand that stands out with high-quality products and a loyal customer base. It makes me very eager to start to explore future possibilities."

With the appointment of David March, ROE Visual is better positioned to understand the requirements of the creatives involved in the live event and touring industry and translate these demands into innovative LED-based solutions.

"We're delighted to add David to our UK team," comments Nick Shaw. "It will strengthen our position in the UK market and contribute to the growth of ROE Visual as a global company."

David March started his work at ROE Visual UK just before the ISE exhibition. "An overwhelming but perfect introduction," as David commented. David will be introduced to ROE Visual's UK-based clients in the coming weeks, including his presence at the upcoming TPI Awards.

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Press Contact:

Marina Prak, Marketing Manager
ROE Visual Co. Ltd.

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

www.roevisual.com

**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/>