

ROE Visual Launches Dubai Office and Demonstration Center To Strengthen Presence in the MEA Region

Dubai, UAE (May 2023) – ROE Visual is delighted to announce the launch of its subsidiary office in Dubai, UAE. This momentous occasion marks another milestone in the company's ongoing international expansion and will enable ROE Visual to serve its ever-expanding customer base and further drive growth in the growing Middle East region.

A grand opening ceremony for ROE Visual ME took place on May 19th, 2023, following the Integrate ME - CABSAT show. The spacious office in DMCC Free Zone in Dubai features a comprehensive demo space, utilizing LED products for various applications, from AV Integration, Broadcast and Live Events. Visitors are able to experience ROE Visual's industry-leading products firsthand.

"The establishment of the ROE ME office marks yet another key step in our illustrious history," sales director Grace Kuo remarks. "We are delighted to be celebrating our expansion in the Middle East and are grateful for the trust and support our customers and partners have extended. This expansion into the ME region is set to further solidify our global presence and continued growth for many years to come."

The launch of ROE Visual ME exemplifies the company's commitment to leveraging the region's growth potential and heightening its market presence. "Being close to our consumers has always been a part of our corporate ethos," senior sales manager Daisy adds, "We prioritize long-term relationships and strive to build partnerships in the region."

ROE Visual ME has close ties to the Shenzhen-headquartered facility, enabling them access to the company's global-renowned product range, as well as consulting and technical engineering support. The team is focused on the verticals of live events, film and broadcast, and AV integration, drawing on local demand.

The ROE ME demo center is now open. Customers can visit to evaluate the cutting-edge LED products that ROE Visual offers. "It's an exciting time to be advancing in the MEA market," said vice president of sales for MEA, Khalid Sweidan. "My objective is to provide our local clients with assistance and support to the highest possible degree."

Welcome to visit ROE ME Demo Center

The demo center at ROE Visual ME showcases their exceptional LED products, including the

highly praised Black Pearl BP2V2. From the Amber 1.8 panels with simple installation and powerful performance, to the Red Dot Award-winning Black Marble BM4/BM2, along with the incredible high contrast ratio and wide color gamut of Opal 1.2, the ultra-transparent Vanish V8T panel, and the 4in1 LED technology and wide viewing angle of Ruby RB1.5 - all powered by high-end Brompton, Megapixel processors and Disguise servers. With unparalleled performance, features, and visuals, the ROE Visual ME lineup is the perfect solution for all of creative and video display requirements.