

## PRESS RELEASE

### ROE VISUAL TO MAKE A MARK AT IBC 2023 Unveiling Innovations and Cutting-edge LED solutions for Broadcast Production

**Leek, the Netherlands (5 September , 2023)** – ROE Visual, a leading name in cutting-edge LED technology, is delighted to announce its participation in the IBC Exhibition, scheduled from 15th to 18th September 2023, at the RAI in Amsterdam. With an engaging stand in Hall 7 at C26, ROE Visual will showcase its latest products and technologies, highlighting its significant presence in the broadcast and film market.

IBC is the world's most influential media, entertainment, and technology show, bringing the content and technology industry together and offering a vibrant platform that stimulates meaningful conversations among the creative, technology, and business communities. Join us at IBC to experience the transformative power of innovation and discover the future of media.

With its dedication to pushing boundaries and delivering top-notch LED displays, ROE Visual's presence at IBC Exhibition 2023 will undoubtedly impact the attendees. From broadcast professionals to filmmakers, the showcase will provide a glimpse into the future of visual storytelling and media production. Visit ROE Visual's stand in Hall 7 at C26 during IBC Exhibition 2023 to witness the cutting-edge solutions transforming the broadcast and film industry. Experience the power of innovation, creativity, and technology brought together by ROE Visual's remarkable LED displays.

"Participating in the IBC Exhibition is a thrilling opportunity for us to demonstrate our commitment to advancing LED technology in the live broadcast and film industries," says Olaf Sperwer, responsible for Business Development Virtual Production at ROE Visual. "Our stand in Hall 7 at C26 will be an immersive experience, offering visitors and integration partners an up-close look at our newest products, solutions, and technologies that redefine visual experiences."

"Our growing engagement with and expertise in the market for broadcast and film is manifested in our current product portfolio," states Roelof Bouwman, General Manager for ROE Visual EU. Our partnerships with leading-technology companies reflect our engagement and focus on getting the most out of the LED technology for our users".

#### Debuting Products

The Ruby LED series will take center stage, featuring the Ruby RB1.2, RB1.5, and RB1.9BV2-C panels alongside the Black Marble LED floor, the BM2.

**Making its debut at IBC**, the Ruby RB1.2 is a fine-pitch, broadcast-grade HD-LED panel delivering high-performance visuals. The Ruby RB1.9BV2-C, a curved LED panel fully compatible with the regular RB1.9BV2, promises seamless integration for broadcast and virtual production applications. Designed with cutting-edge LED technology and high-speed components, the RB1.2 and RB1.9BV2-C panels offer true-to-content color representation and unrivaled in-camera performance with high frame rates, refresh rates, and minimal scan lines.

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ROE Visual will bring an exciting new prototype to the exhibition: **Coral**, a fine-pitch COB LED panel creating unparalleled visuals.

With its remarkable visual performance, Coral's Chip on Board technology delivers high contrast, wide color gamut, and exceptional color accuracy, providing an unparalleled high-definition viewing experience. Its energy-efficient common cathode design saves costs and extends the panel's service life, making it a sustainable choice. **Ask for your exclusive sneak peek at the stand.**

#### **Experience our Live demonstrations at IBC**

ROE Visual's live sessions highlight GhostFrame's power for **live multi-camera cutting in broadcast** productions on the Ruby RB1.9BV2 LED wall. Don't miss this impressive showcase, highlighting the workflow advantages for broadcast. The sessions are held hourly at the ROE Visual stand in Hall 7 C26. Our experienced team is present to highlight the technology and its benefits for film and broadcast studios.

#### **Inspiration Panels**

Join ROE Visual for our inspiring **panel sessions** featuring industry-leading specialists in XR, VP, and live broadcast, with topics such as: Challenges of XR in Live Broadcast Studio Workflows, Media Engines – What can we expect for the future, and Virtual Production Design – Challenges and Advantages /VP Studio Integration. Limited spaces are available, so ensure you're in on these once-daily sessions in Hall 7 C26. See you there!

#### **Connecting with trail-blazing industry peers**

Most of the LED panels at the ROE Visual stand are powered by [HELIOS](#) LED processors from Megapixel, showcasing a natively supported SMPTE ST2110 solution. Show control for the stand is supplied by [disguise](#), combining VX2, VX4, and VX4plus machines and 2 RXII render nodes. [Stype](#) and [Ncam](#) provide camera tracking for the live sessions, while [ARRI](#) supplies its lighting fixtures for the stage.

IBC visitors can see ROE Visual LED panels in action on the stands of ARRI (Hall 12 F21 and F28) and Vizrt (Hall 2 G106, Hall 10 A41). An intriguing showcase of ROE Visual latest innovation in 4-color LED can be found at the [Brompton](#) stand Hall 3 B23.

Don't forget to register to obtain your free admission vouchers. Use Code **IBC7810** for [Free registration for the IBC show](#).

**Explore the dynamic possibilities that ROE Visual brings to the world of visual storytelling and meet the team in Hall 7, stand C26.**

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

#### **Products presented:**

Ruby RB1.2

Ruby 1.5

Ruby 1.9.BV2 and RB 1.9BV2-C

RB2.6

Black Marble BM2



### **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 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)