

## ROE Visual Presents Awards and Advanced Solutions at BroadcastPro ME Event

**Dubai, UAE (December 2023)** During the recent BroadcastPro ME Summit & Awards event in Dubai, ROE Visual supported the Virtual Production panel, where ROE Visual discussed Mastering Virtual Production for broadcast applications.

The summit united broadcast and media, industry leaders, fostering collaboration and inspiring innovations. Being nominated for this awards ceremony is regarded as one of the highest forms of recognition in the regional broadcast industry.

"The ASBU BroadcastPro Summit serves as a melting pot of ideas, insights, and innovation," commented Vijaya Cherian, Editor of BroadcastPro Middle East and conference producer. "The topics covered at the summit reflect the ever-evolving nature of the industry; it's a platform for exchanging ideas, strategies, and best practices that will shape the future of broadcasting."

During one of the summit's many panels, Olaf Sperwer, ROE Europe Business Development, discussed Mastering Virtual Production with Fadi Radi, Chief Creative Officer at Blinx. "Dubai is an inspiring place where creators and investors collaborate closely to achieve exceptional outcomes for high-end projects. It's a vibrant place to be for a premium brand like ROE Visual. Dubai is raising the bar for the region and looking for the best quality solutions for film, broadcast, stage show, and event business. Providing premium technology to next-generation creators like the award-winning Blinx project is exemplary for our entire industry."

Khalid Sweidan, ROE VP of Sales MEA, had the honor of presenting the coveted BroadcastProME Innovative Project of The Year Award to Blinx. Blinx is a digital media hub that revolutionizes how younger generations engage with media and information. It supports Middle Eastern youth in digital storytelling and news coverage, offering fresh perspectives and facilitating connections among Gen Z and Millennials across screens and platforms.

"It was an honor presenting the award to Blinx. Their vibrant and contemporary approach aligns perfectly with our Virtual Production endeavors," states Sweidan. "As a pioneer in integrating LED displays into virtual production, we have collaborated with partners to establish the world's largest studio. Meanwhile, we remain committed to developing products for touring stages, large-scale sports events like the FIFA World Cup Opening ceremony, and corporate events like the Qualcomm Snapdragon Summits."

“Providing a hands-on, immersive experience to our clients in the region, we are more than happy to welcome them to visit our Dubai-based showroom, where they can discover the visual quality of our cutting-edge LED products.”

To schedule an appointment, please click [here](#).