

PRESS RELEASE

**ROE Visual Introduces ArtMorph at InfoComm
Discover a New Dimension with Innovative LED Display**

Shenzhen, China (June 2023) - Light and art converge in a revolutionary new product, ArtMorph, designed by CECOCECO to transform how we think about wall coverings. With its cutting-edge technology and immersive capabilities, ArtMorph offers an unparalleled experience in decorative LED-based lighting for AV integration. Say goodbye to ordinary walls and embrace a new era of dynamic and captivating visual displays. ArtMorph is introduced by ROE Visual at the InfoComm show.

ArtMorph represents the perfect blend of innovation and aesthetics, catering to a wide range of room types and environments. Whether you're looking to add a touch of modern elegance to your living space, create an immersive ambiance in a restaurant, or engage audiences with mesmerizing visuals in a retail setting, ArtMorph is the ultimate solution.

At the core of ArtMorph lies a decorative, panel-based light source powered by advanced LED technology. The LED panel acts as a daylight light source and an LED display, allowing you to go beyond traditional wall decorations. With a 500x500 frame, ArtMorph offers a remarkable LED, delivering stunning visuals with a brightness of 3000 nits.

What sets ArtMorph apart is its versatility. The LED panel can be customized with various covers, enabling seamless integration into any design concept. Whether you prefer a sleek and minimalist look or a bold and vibrant statement piece, ArtMorph adapts to your vision, effortlessly merging form and function. Let your creativity soar as ArtMorph becomes your canvas for dedicated messaging or immersive visuals.

"Our mission with ArtMorph is to transcend traditional wall coverings and redefine lighting design possibilities," says Jason Lu, CEO at ROE Visual. "We believe that every wall has the potential to become a work of art, captivating viewers and transforming spaces. With ArtMorph, we aim to bring a new level of dynamism and creativity to interior design."

ArtMorph makes its grand debut at InfoComm 2023 in Orlando, where attendees will have the exclusive opportunity to witness the future of decorative lighting. Visit our booth at stand 743 to experience the captivating visuals and unparalleled versatility of ArtMorph firsthand. Our team of experts will be on-site to provide in-depth demonstrations, answer questions, and explore how ArtMorph can elevate your projects to new heights.

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About ArtMorph

To learn more about ArtMorph and its game-changing capabilities, please visit: [ArtMorph: Discover a new dimension | ROE Visual](#)

About CECOCECO

Established in 2021 by Jason Lu and powered by the award-winning creative display LED manufacturer ROE Visual, CECOCECO aims to make creative art experience simple and accessible for everyone. Backed by extensive experience and expert engineering, CECOCECO makes imaginative and innovative lighting products, combining aesthetics and technology to deliver a fun & interactive visual experience at home for customers around the world. ArtMorph is designed by CECOCECO, and exclusively marketed by ROE Visual.

For more information please visit: www.cecococo.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: www.roevisual.com