

PRESS RELEASE

AED MAKES SIGNIFICANT INVESTMENT IN ROE VISUAL'S VANISH 4ST SERIES

Leek, The Netherlands (15 July 2024) - ROE Visual is thrilled to announce that AED has invested significantly in its Outdoor LED series, Vanish 4ST, acquiring 500 square meters of this advanced LED solution. This substantial purchase underscores AED's commitment to providing state-of-the-art visual technology to its clients.

The Vanish 4ST series has quickly gained popularity in the market for outdoor LED displays. Its robust frame, integrated wind-load-resisting foldable structure, and high-end visual performance make it perfectly suited for rugged outdoor conditions, such as touring, festivals, and live events. Its innovative engineering and high efficiency make it an ideal and dependable choice for event organizers, AV rental companies, and production professionals.

Thierry Heldenbergh, Managing Director of AED Display, expressed his enthusiasm about the investment: "Our decision to invest in ROE Visual's Vanish 4ST series is driven by the exceptional quality and performance these LED panels offer. The Vanish 4ST series's robustness and outstanding visual performance stand out, making it the perfect addition to our extensive rental inventory. We are excited to offer our clients this latest innovative LED product from ROE Visual.

This investment will enable AED to meet the growing demand for high-quality LED displays and continue delivering outstanding service to its clients. With the AED rental fleet now boosted by 500 sqm of Vanish 4ST LED panels, AED can expand this amount even further if required.

Sam Swerts, Business Development at ROE Visual, comments: "ROE Visual is pleased to continue its longstanding business relationship with AED through this investment. AED has been one of ROE Visual's key partners, playing an instrumental role in growing our presence in Europe over the past decade. We're looking forward to a continued partnership with AED, bringing cutting-edge visual solutions to the market".

****ENDS****

For media inquiries, please contact marina@roevisual.eu

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 unrivaled, 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