

Dream Big, Go Big: Redefine What's Possible

Shenzhen, China (November 2024) — Dreaming big isn't just about having an idea; it's about ambition—the drive to take action and the desire to go further. Across touring, corporate events, virtual production, sports, and house of worship, it is the fearless ambition that has elevated each exceptional team into the spotlight of the largest and most influential events around the globe. When teams unite with a shared vision for excellence, barriers are lifted, and the potential to **Dream Big** becomes the pathway to **Going Big**!

Adele's Record-Breaking Munich Residency - Solotech



Carbon Mark II (CB5MKII)

6,200 LED panels

GUINNESS WORLD RECORDS™ title
for the LARGEST Continuous Outdoor LED Screen (temporary)

Adele's Munich residency was a groundbreaking production that pushed the boundaries of live entertainment, blending artistry, technology, and sheer scale into an unforgettable experience. Behind the dazzling performances and massive LED screen was a story of relentless teamwork, resilience, and creativity. From tight timelines to complex logistics, the project pushed everyone involved to their limits; And from constructing the colossal stadium to laying cabling beneath freshly laid tarmac, the crew faced each challenge head-on, finding innovative solutions to bring Adele's bold vision to life. The Adele production is a

great example of how an international team managed to deliver one of the most ambitious concerts ever staged.

When Solotech was brought on board for the project, they had originally planned to invest in a significant amount of single-batch LED over several years. However, the demands of Adele's Munich residency changed everything, accelerating that timeline to just three months.

From the moment the order was confirmed, the ROE team had only **90 days to produce 6,000 Carbon CB5MKII LED panels**. Despite this immense pressure, the strict requirements for screen quality, focusing on consistency in black levels and overall display uniformity, flawless screen splicing, and waterproofing remained essential, setting the manufacturing teams from ROE Visual for a momentous task. Solotech's Paul 'Macca' McCauley praised the tireless work of both the ROE Visual teams as well as LED expert Steve-O Grincer, who traveled to China to ensure the screens met every specification.



With every piece of equipment delivered in time, it still needed to be installed for the show to go on, the on-site teams faced a race against the clock. Paul English, the Production Director, led his team through these hurdles, finding ingenious solutions at every turn. Unpredictable weather added to the complexity, yet the video wall stood firm—an enduring testament to the product's quality, structural integrity, and the unwavering perseverance of the team. The crew's unyielding commitment and collaboration made this record-breaking production a reality, creating a concert experience that will be remembered for years to come.

Reimagining Major Event Experiences - Creative Technology



Graphite GP2.6

Hero Wall: 22m x 9m
 Back Screen: 15m x 4m

Carbon CB3.75

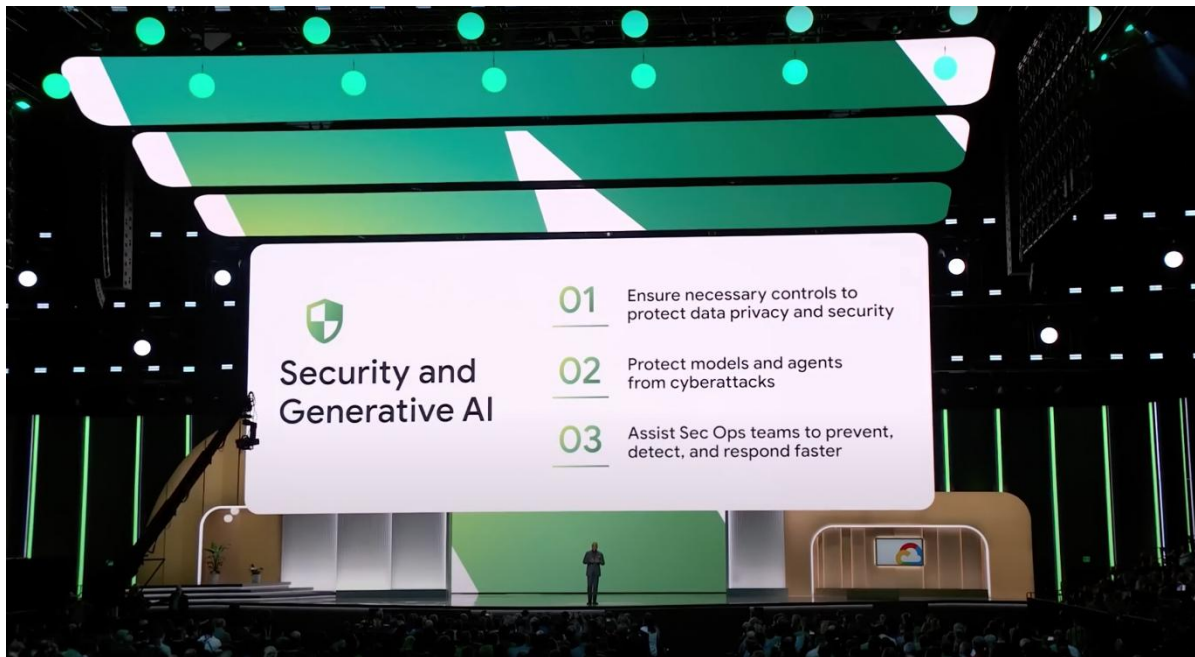
Echo LED Strips: 23m x 2m
 Repeater Screens: 7m' x 4m

The Most INFLUENTIAL Collaboration with Global Tech Giants

The corporate events market is as dynamic as it is broad with projects ranging from conferences to tradeshows, keynotes to product launches, general sessions to breakouts and everything in between. Creative Technology regularly partners with production companies and creative agencies across the globe to help elevate the messaging of the world's top brands providing technical solutions, equipment and engineering support for projects of all shapes and sizes.

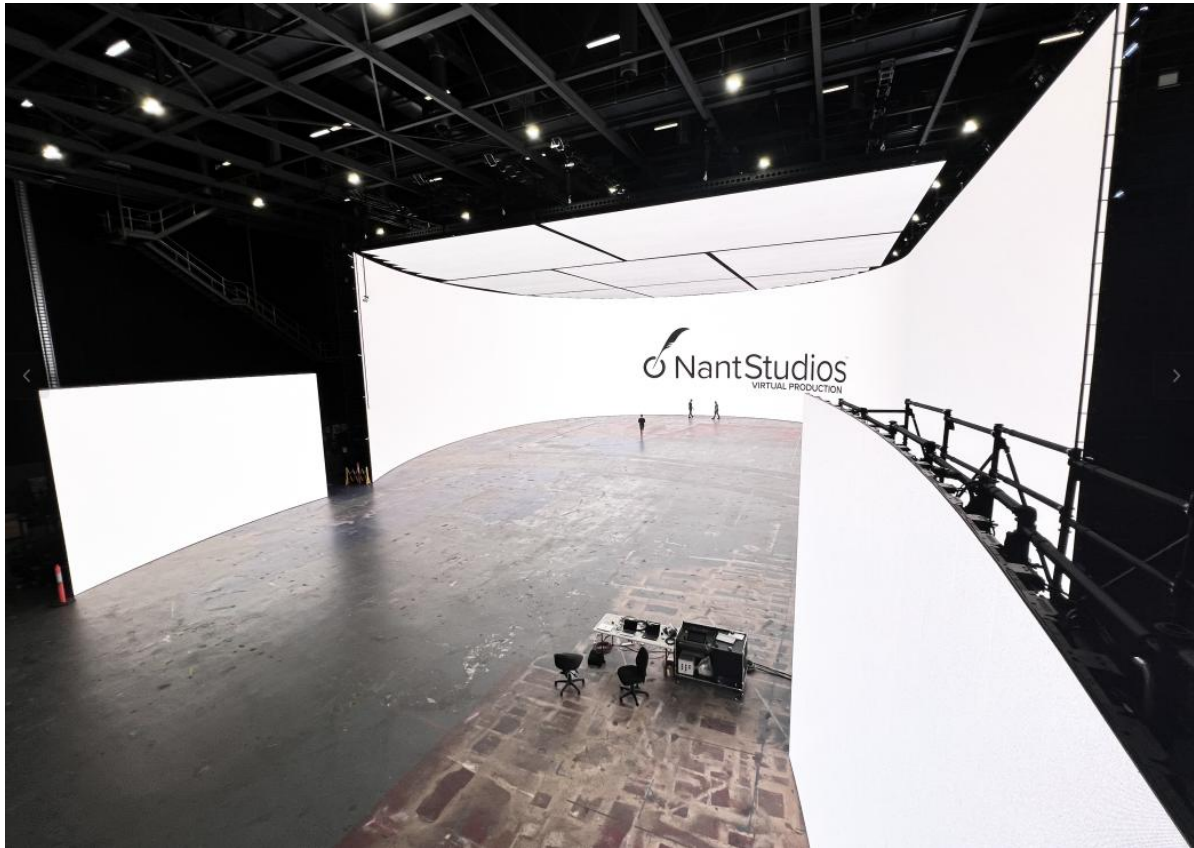
When a global tech giant called for an elaborate visual display inside an arena that reached up and out over attendees' heads, wrapping them in the design and bringing them closer to the message, Creative Technology accepted the challenge. Their final design for the keynote stage incorporated over 1,000 ROE Visual LED panels in a series of LED screens. The showstopping Hero wall, made of ROE Visual Graphite GP2.6 LED panels, reached a span of 22 meters wide and 9 meters high, with a total resolution of 8640x3456 pixels. Carbon series CB3 panels were used for the surrounding LED strips and

repeater screens, creating an immersive environment that perfectly complemented the stage presentations and product demos.



Augie Dellapi, Vice President of Sales at Creative Technology notes: **“LED continues to be the display technology of choice for corporate events due to its amazing visual properties, flexibility in design and the many different types of products available.** The strong visual presence it can provide in any environment makes it the creative tool for displaying messaging and creating an atmosphere that energizes and excites audiences. We have a long-standing history with ROE and carry large quantities of their products in our offices around the world. ROE continues to be a great partner and innovator in our industry.”

Full-Service xR Stage - NantStudios



Black Pearl (BP2V2)

6,000 Panels

The World's LARGEST LED Volume

They say a picture is worth a thousand words, but what about a picture 12 meters high and 88 meters wide? That is the immense size of the incredible digital canvas created by NantStudios at Docklands Studios in Melbourne, Australia, allowing the industry's biggest and most ambitious stories to be brought to life through Virtual Production.

The industry-defining In-Camera Visual Effects (ICVFX) stage is the largest in the world, made up of 6000 ROE Visual BP2V2 LED panels on a 2,323-square-meter stage. But it's not just its scale that sets it apart, it is also the most flexible and efficient volume in the world, owing to its automated articulated ceiling design and innovative support structure.

Since its opening, the LED volume has wowed producers, directors and actors alike with its vast potential. Grieg Fraser, the Oscar-winning Cinematographer famous for his work on Dune, The Batman and The Mandalorian says "It's the most beautiful volume I've ever seen. It's the best one in the world."

This LED volume has already been used for ads, TV series, feature films and live TV, showing its versatility. But amazingly, it's just one of two NantStudios volumes operating on site at Docklands Studios; the other is 21 meters by 7.9 meters in size and made up of 1,664 2.3mm ROE Ruby panels. Both volumes were designed to complement each other and allow international and local productions the best possible destination for Virtual Production anywhere in the world.



"Nothing compares to having the option to shoot at NantStudios," says Ainslee Littlemore, Head of Production at MADE THIS. "Their LED volume stage allows for unprecedented control over lighting setups and conditions. It is such an exciting moment in production because the facilities that now exist in Australia are truly empowering us with unprecedented possibilities for storytelling. We cannot wait for our next opportunity to return to the volume and continue pushing the boundaries of visual effects work."

NantStudios VP of Business Development and Operations, Keaton Heinrichs, says the innovations that went into this record-breaking facility are just the beginning. **"It's important we never become comfortable in the stages we build and that we're constantly iterating and thinking about new improvements we can make,** so that a shoot day becomes even more efficient for our clients and that we can inspire more creativity and collaboration earlier in the process."

Transforming Worship Production - Daystar TV

**Black Pearl (BP2V2)**

1000 Panels

Black Marble

260 Panels

ROE Strip

Custom Configuration

Among the Most-Watched Faith-Based Networks in America

DaystarTV is an award winning, faith-based Television Network reaching over 108 million households in the United States and over 2 billion people worldwide, dedicated to bringing inspiring messages to a global audience. But their latest project in cooperation with ROE Visual marks a new era, embracing the power of cutting-edge technology to deepen viewer engagement like never before. Driven by a vision to elevate worship experiences, DaystarTV set out to create a broadcast environment that goes beyond the traditional screen—immersing audiences in every message.

The collaboration between DaystarTV and ROE Visual began almost a decade ago when Jeff Laux, a key point of contact, approached ROE Visual to reimagine their facilities. After exploring product solutions, they chose to invest in ROE Visual's Black Onyx panels, drawn by their exceptional in-camera visual effects (ICVFX) capabilities. Being a significant investment, the network recognized that Black Onyx offered unmatched performance, making it an ideal choice for their production needs.

“Seeing the team use our technology to inspire connection with their audience is truly impressive,” shared Frank Montero, Managing Director at ROE Visual US, who witnessed the transformation firsthand. “It marks a new approach to worship, where faith-related events are conducted through TV channels instead of traditional facilities. **DaystarTV's setup shows how our LED solutions can bring powerful messages to life, bridging the**

studio and the audience in a meaningful way.”

As DaystarTV’s reach continues to grow, they recently made a new investment in 1,000 Black Pearl BP2V2 panels, 260 Black Marble LED floor panels, and a custom configuration of ROE Visual Strip, all set to equip their new broadcast studios. This state-of-the-art setup empowers them to produce stunning, high-definition visuals that create a more immersive experience for their global audience, setting the stage for an exciting new chapter.

Apostle Guillermo Maldonado, a prominent Daystar programmer, reflects on the role of technology in expanding their reach: “For me, Daystar has been a bridge of access and an open door to reach more people, not only in this community, but globally. Technology has evolved over the years, to the point we can travel anywhere with a tap of our fingers. This makes our mission of the evangelization of the world much more achievable. Daystar is definitely a part of that movement.”

U.S. Olympic Swimming Trials - Dodd Technologies



Carbon (CB5)

Entrance Wall Upper Portion: 18m x 7.2m
Scoreboard: 9.6m x 9m

Black Onyx (BO3)

Entrance Wall Lower Portion: 3m x 23.5m

The World's LARGEST Natatorium

Since 1992, Dodd Technologies has produced the U.S. Olympic Swimming Trials, but the 2024 event marked a significant first—it moved to an NFL stadium, **transforming Lucas Oil Stadium into the world's largest natatorium**. The complexity of this project was immense, requiring months of coordination and planning to construct temporary pools down to the millimeter, install seating for record-breaking crowds, and create an unforgettable visual experience.

Central to the visual experience were ROE Visual's Carbon series CB5 and Black Onyx BO3 LED panels, which formed the six-story entrance wall and the 9-meter by 9.6-meter center-hung scoreboard. The CB5 panels, known for their high brightness and pixel pitch, delivered crisp visuals from sponsor logos to athlete close-ups. Meanwhile, the Black Onyx panels offered excellent color consistency and contrast, ensuring vivid visuals under the stadium lights. Positioned at the entrance, these towering displays greeted athletes with vibrant imagery, while the center-hung scoreboard provided real-time race updates and amplified the energy for spectators, no matter where they sat.

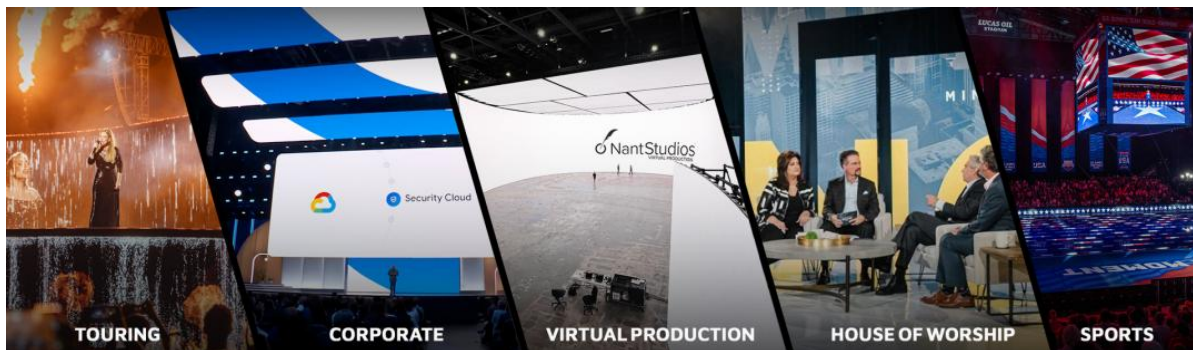
The installation of these LED walls required a streamlined, fast setup, a challenge that ROE Visual's lightweight and easy-to-assemble panels were specifically designed to meet. Their durability ensured consistent performance even under the humid conditions of a temporary natatorium, allowing for uninterrupted, high-quality visuals throughout the event.



The scale of the 2024 U.S. Olympic Swimming Trials was unlike any before it. The event attracted a record-breaking attendance of over 285,000 people over the course of nine days, with 23,000 spectators packing the stadium nightly. NBC's broadcast reached an additional

3.13 million viewers across the country, cementing the event's place as a milestone in U.S. swimming history. On June 19th, the trials set an all-time attendance record, with 22,209 people in the stands—a number that surpassed even the organizers' expectations.

The event was about more than just technical feats and numbers—the human element made it truly special. *“A good team like this is hard to replicate. Everyone is fully engaged, and we all have each other's back,”* says Andy Meggenhofen, Senior Vice President and Account Manager at Dodd Technologies. Dodd Technologies delivered a historic event that redefined the future of the U.S. Swimming Trials, setting new standards for both attendance and visual spectacle, and leaving an unforgettable legacy.



“To me, dreaming big isn't just about imagining what's possible—it's about having the courage to take that leap and make it happen. I'm inspired every day by how our partners turn their boldest ideas into reality, with our technology helping them go even further. It's a reminder that when we dare to push beyond our comfort zones, we create something truly remarkable together.” Grace Kuo, Sales Director at ROE Visual.

The above cases underscore the fact that the journey to exceptional projects is fueled by **collaboration, creativity, and courage**. Across every project, from massive LED walls that illuminate the biggest acts on tour to immersive virtual worlds on production stages, things are made possible when boundaries are removed. Let's continue to challenge the status quo and embrace the power of imagination—because when you Dream Big and Go Big, **the possibilities are endless**.

About ROE Visual:

Founded in 2006, ROE Visual set out to make the best LED display platforms. Carefully selected high-end components, the latest technology, in-depth knowledge, and passion go into ROE Visual's LED products. Familiar with the challenges of the market, the company offers the best possible solutions for creatives, designers, and technicians who rely on ROE Visual's LED products for flawless installation, shoot or performance.

Dedicated to delivering the latest display technology, ROE Visual has a global presence, ensuring exceptional service to over 500 customers in over 90 countries. Headquartered in Shenzhen, China, the company operates globally.

For more: www.roevisual.com