

ROE Visual Showcases LED Innovations at

Saudi Light and Sound Expo

Dubai, UAE (April 2024) ROE Visual is pleased to announce its participation in the upcoming Saudi Light and Sound (SLS) Expo 2024. The event, taking place from May 7-9 at the Riyadh International Convention & Exhibition Centre, will serve as a platform for attendees to explore, test, and evaluate the latest developments and products for the AV and live event industry.

"At the forefront of fostering collaboration and impactful action, Saudi Arabia is paving the way for a robust and sustainable future for the entertainment industry. With major advancements, from staging operas to concerts, music festivals to major sporting events, broadcast, and filmmaking, **Saudi Arabia is all set to make its entertainment ambitions a reality, and so are we!**" says Khalid Sweidan, Vice President of Sales MEA.

ROE Visual will showcase some of its latest innovations in LED technology at the SLS Expo in Riyadh, including the Topaz-C, which will be featured as a stunning curved back wall. **Topaz** was introduced successfully in Europe and is now adopted by many rental houses. Content for the Topaz and the Black Marble BM4 LED floor will run on a Disguise media server, ensuring an exceptional visual experience. Additionally, ROE Visual will showcase the renowned Black Pearl 2V2 (BP2V2), Vanish 8T (V8T) transparent LED panels, and **a new indoor product, JET**. Visit the ROE Visual team in Hall 4, Stand 4C11.

The Middle East market has witnessed a growing demand for ROE Visual's LED solutions, extensively used in the vibrant entertainment and events industry. Whether for concerts, festivals, corporate events, or exhibitions, ROE Visual's high-quality products set a standard for stunning visuals and offer very reliable and stable performance under demanding conditions.

Notable projects in this region include the MDLBEAST SoundStorm festival, where PRG supplied ROE LED for the mid-wing sections and the DJ riser. The World Cup Opening Ceremony 2022 and AFC Asian Cup Qatar Opening Ceremony 2023, provided by Creative Technology, featured V8T and BP2V2 panels, respectively, to fully engage spectators in the performance. Attendees at SLS will have the opportunity to view these two panels up close.

If you're interested in exploring the world of professional AV innovations impacting the industry, visit ROE Visual at **Hall 4, Stand #4C11**, at the SLS Expo in Riyadh from **May 7-9**. Register here: [Saudi Light & Sound \(SLS\) Expo 2024 | ROE Visual](#)

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: [ROE Visual - LED screens and LED display products](#)