

ROE Visual and Solotech Groove with Spiegelworld's

DISCOSHOW

Chatsworth, USA (January 2025) — ROE Visual proudly collaborated with Solotech to bring *DISCOSHOW*—a dazzling LED masterpiece that redefines immersive entertainment—to life. Blending cutting-edge LED technology with the infectious energy of a 1970s dance floor, *DISCOSHOW* seamlessly merges theatrical storytelling with the exhilarating vibe of a modern nightclub, transporting audiences back to the glittering disco era.



The collaboration began when Spiegelworld's Senior VP of Production, Mike Bauder, approached Aaron Beck, Solotech's Business Development Manager in Las Vegas, with a bold vision for a one-of-a-kind production. *DISCOSHOW* was conceived as an interactive, theatrical experience that takes audiences on an express journey back to the 1970s and places them at the center of a disco celebration, surrounded by electrifying visuals and pulsing music, creating a never-before-seen environment for entertainment on the Las Vegas Strip.

Building on a successful 2021 trial in New York City, where low-resolution LED floors and mirrored walls were used, Solotech was tasked with enhancing and elevating the concept for its full-scale debut. For this ambitious project, the central challenge was to design an LED dance floor that could deliver stunning visuals while enduring the demands of a live, interactive environment. It needed to support the weight and movement of an active audience, accommodate stage props, and remain resilient against spills and liquids, all without compromising performance or durability.

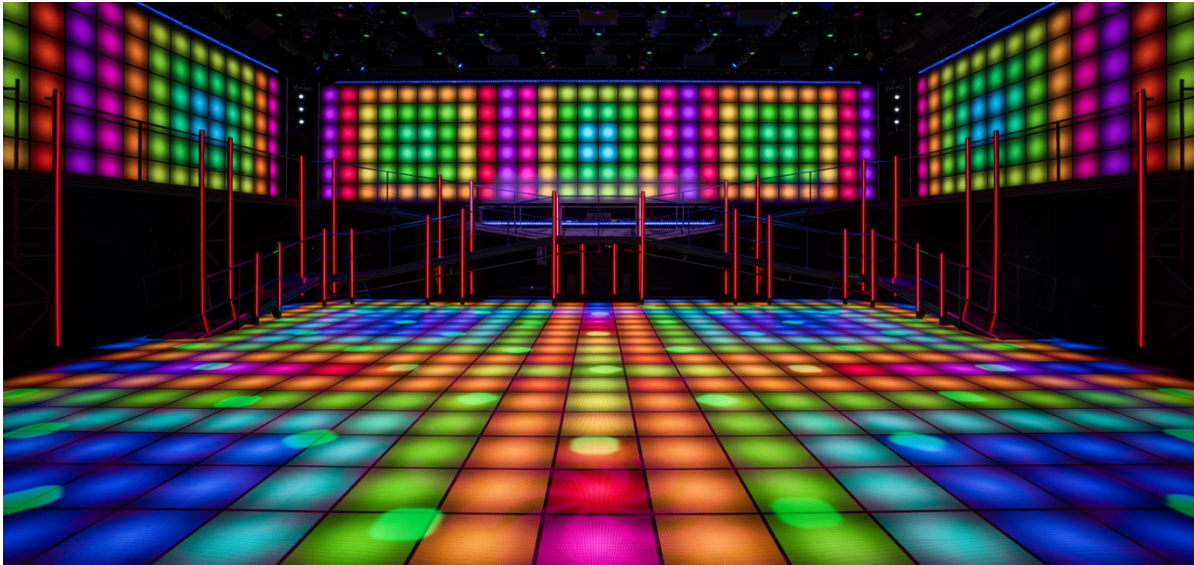


Solotech and Spiegelworld evaluated several LED solutions during the design phase, but ROE Visual's Black Marble quickly stood out as the clear choice for its unmatched quality, exceptional support, and proven reliability in high-profile, innovative applications. On top of that, Solotech and ROE Visual's long-standing partnership, built on a shared history of delivering exceptional projects with unique technical challenges, was key to overcoming the complexities of this design.

Specifically engineered for demanding environments, ROE Visual's Black Marble panels feature an IP65 rating, allowing for wet cleaning to maintain pristine conditions even under heavy traffic. With a load capacity of up to 2,000 kg/m², these durable panels were uniquely suited to withstand the weight and movement of an interactive, bustling dance floor, ensuring both safety and exceptional performance.



While the LED dance floor serves as the heart of *DISCOSHOW*, the surrounding Jasper LED walls bring the environment to life. The four 50' x 8' walls, built with ROE Visual's Jasper panels, offer seamless, high-resolution displays that wrap the audience in vibrant visuals. From dynamic urban landscapes to spinning disco balls and pulsating light shows, the Jasper panels immerse guests in the essence of 1970s disco culture.



To achieve the breathtaking visuals that define *DISCOSHOW*, advanced LED processing from Brompton Technology served as a reliable solution. Six Brompton 4K Tessera SX40 processors, coupled with XD 10GB distribution units, powered both the Jasper LED walls and the Black Marble dance floor. This setup ensured precise high-resolution imagery, flawless responsiveness, and seamless performance for the venue, whether on the dance floor or the expansive surrounding walls.

ROE Visual worked closely with Solotech to address the technical complexities of this innovative permanent installation. By customizing the subframing system and resolving challenges related to local electrical codes, the team delivered solutions tailored to the project's specific demands. On-site expertise and remote support ensured every element was executed with precision, laying the foundation for a performance space designed to inspire and endure.



"For me, it all comes down to the support and how ROE stands behind the product they sell. Throughout this project, ROE went above and beyond to support Solotech, Spiegelworld, and the construction teams countless times." — Aaron Beck, Business Development Manager at Solotech

The magic of *DISCOSHOW* lies not only in the technology but also in the passion of the teams behind it. The partnership between Solotech, Spiegelworld, and ROE Visual was built on a shared commitment to excellence and a dedication to crafting something truly memorable. From the initial concept to the final execution, every detail reflects a relentless pursuit of creativity, precision, and innovation.

Even with a strong vision and execution, the ultimate measure of a project's success is the audience's reaction—and *DISCOSHOW* has created an experience that profoundly connects with its guests. From the moment attendees step onto the glowing, LED dance floor, they are immersed in an electrifying fusion of visuals, infectious music, and dynamic storytelling that blurs the line between spectator and participant.



Critics have lauded *DISCOSHOW* for its masterful blend of nostalgia and innovation, with The New York Times describing it as “pulsing history” and “ecstatic abandon.” Audience members have shared heartfelt stories of intergenerational connections, from mothers and sons dancing together to friends rediscovering the magic of disco. These glowing reviews highlight the production’s ability to connect on a profound emotional level, proving that when bold creative vision meets cutting-edge technology, the result is an unforgettable, genre-defying experience.

DISCOSHOW is a celebration of imagination and collaboration, transporting audiences to the golden age of disco while redefining modern entertainment. Seamlessly blending nostalgia, artistry, and technical brilliance, it exemplifies what’s possible when technology and vision come together. Through the combined efforts of Solotech, Spiegelworld, and ROE Visual, *DISCOSHOW* delivers an experience that captivates and inspires long after the final beat.

About Solotech

Solotech, established in 1977, is a global leader in audiovisual and entertainment technology. The company offers comprehensive solutions in live productions, systems integration, and managed services, catering to a diverse clientele across corporate, institutional, and entertainment sectors. With over 2,000 employees and more than 20 locations worldwide, Solotech combines the expertise and resources of a global company with personalized local support to deliver innovative technological solutions that create unique experiences every time, everywhere.

For more: solotech.com

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: roevisual.com