

## EideCom Makes a Bold First Investment in LED Technology with ROE Visual's Graphite

**Chatsworth, USA (August 2025)** – ROE Visual is proud to announce that EideCom has made its first-ever investment in LED technology by selecting ROE Visual. Specifically, EideCom invested in over 500 panels of Graphite 2.6 to support their rapidly expanding operations and to enhance their pre-visualization capabilities within their new facility, Launch Pad One.

EideCom is a globally recognized Minneapolis-based event production company offering full-service production management, AV strategy, and cutting-edge technology to create truly extraordinary corporate experiences. Their expert team blends creative vision with technical mastery and strategic execution to deliver unforgettable events for some of the world's most iconic brands and organizations.

EideCom's decision to invest in ROE Visual was driven by the need for a high-quality, creative tool that matched the scale and ambition of their clients' visions. After evaluating several solutions, Graphite stood out as the clear choice—a display that goes up quickly, delivers exceptional in-camera performance, captivates in person, and, above all, remains consistently reliable.

"We are growing fast and as we continue to grow, it's critical that our technology matches our scale with the needs of our clients. For us, this product is the perfect tool to grow and scale LED. When we say we're here to exceed expectations for our customers, we mean it. Investing in ROE's Graphite series wasn't just about getting top-tier technology—it was about enabling our team to dream bigger, build bolder, and execute with total confidence. Every event is an opportunity to create something unforgettable for the audience. With ROE, we're not just keeping up with industry trends, we're setting them—with our client's vision at the center of it all." - Charles Eide, Founder & CEO, EideCom Inc.

In addition to expanding their LED inventory, this acquisition coincides with EideCom's unveiling of their state-of-the-art facility named "Launch Pad One." Within the space is a dedicated LED lab where designers and engineers use the ROE Graphite panels to prototype event visuals in real time, before deployment, ensuring accurate and detailed pre-production visualization. By previewing event visuals exactly as they will appear on-site, clients can thoroughly understand and approve the final product long before physical equipment is deployed.

"We're grateful to welcome EideCom to the ROE family," said Frank Montero, Managing Director at ROE Visual. "For a team making their very first LED investment, their confidence in choosing ROE means a great deal to us. Graphite has become a trusted standard in the industry, and we're proud to stand alongside EideCom and support them every step of the way."

EideCom's investment in ROE Visual Graphite marks a significant step forward for their event

production, uniting cutting-edge technology and boundless creativity to deliver remarkable experiences for clients and their audiences.

**About Eidecom**

EideCom is an internationally recognized, Minneapolis-based event production company known for delivering unforgettable experiences for large-scale corporate events. The team combines creative vision, technical precision, and strategic execution to produce high-impact events for companies seeking the very best in production.

Since 2003, EideCom has partnered with some of the world's most recognizable brands and organizations—producing everything from major corporate conferences to global gatherings featuring world leaders, public figures, and household names. Their elite team brings bold ideas to life by fusing creativity with flawless execution.

More info: <https://eidecom.com/>

**About ROE Visual:**

ROE Visual delivers cutting-edge LED display technology that empowers creatives, designers, and technical professionals worldwide to bring their visions to life.

Founded in 2006, ROE Visual creates the world's finest LED display solutions by combining advanced technology, premium components, and a passion for innovation. This dedication has set ROE Visual as the industry standard in markets spanning Touring, Virtual Production, Broadcast, and Fixed Installation.

With headquarters in China and a robust network of regional offices, ROE Visual provides expert knowledge, personalized service, and comprehensive global support.

More info: [www.roevisual.com/en/](http://www.roevisual.com/en/)