

## The Future in Pixels: ROE Visual Heads to InfoComm 2025

**Chatsworth, USA (May 2025)** – ROE Visual is bringing its latest fixed installation lineup to **InfoComm 2025**, taking place **June 11–13** at the Orange County Convention Center in Orlando, Florida. **Visit Booth 2351** to experience a portfolio of LED solutions purpose-built for today's most creative applications.

If you missed ISE, now's your chance to explore the recreated booth experience stateside—including the immersive BM2i and ROE Strip tunnel. Step inside to discover next-generation technology engineered for corporate AV, broadcast, House of Worship, and every other application.

### **Denali MIP 0.78 – TRUE MicroLED Meets Visual Performance**

Winner of NAB 2025 Product of the Year, Denali sets a new benchmark for ultra-fine pixel pitch. Utilizing Micro LED In Package (MIP) and Fan-Out technology, it delivers deep contrast, uniform visuals, and a common cathode, flip-chip design that reduces energy consumption by up to 40%. Engineered for high-end fixed installations, Denali is perfectly suited for design centers, control rooms, home theaters, and corporate boardrooms where precision and quality are paramount.

### **Sierra – Studio-grade Performance, Everyday Efficiency**

Making its U.S. debut, Sierra features 4-in-1 flip-chip Micro LED technology to reduce scan lines and enhance contrast. Its anti-reflective surface, low scan ratio, and efficient power architecture make it an ideal solution for broadcast studios, corporate environments, and control rooms. It offers professional-grade visual quality with everyday practicality.

### **Coral – Sustainable Superior Visual Performance**

Coral features Chip on Board (COB) technology for durability, wide color gamut, and precise color accuracy. With 1000 nits of brightness, a 7680Hz refresh rate, and an 8:9 aspect ratio optimized for native 4K/8K resolutions, Coral is tailored for high-performance applications in control rooms, corporate spaces, and broadcast environments where performance, energy efficiency, and the ability to capture attention is essential.

### **ArtMorph by CECOCECO**

Covering the backside of the ROE booth, ArtMorph brings a new dimension to architectural storytelling. This luminous wall panel system blends high-resolution LED visuals with over 200 textured finishes, ranging from wood and stone to fabric and metal, transforming ordinary walls into interactive, immersive displays. Whether powered off to highlight refined, natural textures or activated to deliver dynamic content, ArtMorph offers a striking, energy-efficient solution for retail, hospitality, corporate, and cultural spaces.

**Innovative Solutions for Fixed Installation and Rental**

In addition, ROE Visual will showcase a range of standout LED solutions including **Jet** for Houses of Worship, **Ruby 1.9** with **Deepsky** processing for XR and broadcast, the interactive **Black Marble BM2i** floor, versatile **ROE Strip** element, and other rental and touring favorites

**Technology Partners**

ROE Visual's booth experience is powered by leading tech partners, including **Brompton Technology**, **Megapixel**, **Deepsky**, and **Disguise**, supporting advanced processing and media server integration. **SpectralBot** will also be present, showcasing its AR-based troubleshooting platform **Djinni**. Attendees are encouraged to download the app in advance via the App Store or Google Play.

**Explore with the Team**

Are you curious about the technology that brings visual excellence to life? Feel invited to join a guided walkthrough of the stand, where ROE Visual's product experts will share in-depth insights into the innovative technology behind these solutions.

**Join Us at InfoComm 2025**

Discover how ROE Visual's award-winning LED technologies can transform your fixed installation projects. Visit Booth 2351 at the Orange County Convention Center in Orlando, FL, from June 11–13, 2025. **Use VIP Code ROE262 for complimentary access** to InfoComm 2025, and see how ROE Visual is shaping the future of fixed installation LED solutions. Don't miss this exclusive opportunity to experience innovation up close.

**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: <https://www.roevisual.com/en/>