

Rent All Pro and ROE Visual light up the Honda Center for Alejandro Fernández

Chatsworth, USA (June 2025) — Rent All Pro delivered an impressive visual setup for Alejandro Fernández's *De Rey a Rey* Tour stop at the Honda Center in Anaheim. Using ROE Visual's V8T and BP2V2 panels, the team created a layered stage design that added visual depth and worked seamlessly with the lighting to complete the overall look of the production. With a packed arena and high expectations, the visual setup played a key role in delivering a powerful and memorable night for everyone in attendance.



With over 40 years of experience in lighting, sound, and video production for major events, [Rent All Pro](#) has proven its technical expertise, especially as a leader among Latin American production companies. In recent years, the team has expanded its footprint in North America, rapidly growing its capabilities and delivering innovative solutions for high-profile artists such as Bad Bunny, Luis Miguel, and Alejandro Sanz.

Alejandro Fernández is a renowned Mexican singer celebrated for blending traditional mariachi with contemporary Latin pop, earning him multiple Latin Grammy Awards and international acclaim. His father, Vicente Fernández, was a legendary figure in ranchera music who helped bring Mexican folk music to global audiences. Alejandro's current tour, *De Rey a Rey*, serves as a heartfelt tribute to his late father, honoring their shared musical heritage and the enduring legacy of the Fernández family in Latin music.



To enhance the experience of Alejandro Fernández's emotional performance, Rent All Pro used **280 ROE V8T panels** to craft a versatile and visually engaging stage design. The semi-transparent nature of the V8T offers a unique advantage: at a large scale, the visuals appear nearly opaque, delivering the impact of a solid LED wall. At the same time, its transparency allows lighting fixtures to be installed behind the screen, enabling creative options for layered effects and smooth scene transitions that would be difficult to achieve otherwise.



Alain Corthout from [ShowPlus](#), who has served as Alejandro Fernández's show designer for the past 13 years, shared his thoughts on working with ROE Visual screens, *"The color and performance with ROE is second to none, it really makes a difference on a show like this. I also don't think there's another product out there that installs this quickly while still being so reliable. It's a system you can count on, every time."*



In addition to the V8T on stage, ROE Visual supplied **46 ROE BP2V2** panels, which were installed along the base of the stage behind the performers. This subtle layer helped separate the artists from the background and gave them a stronger visual presence. On Alejandro Fernández's previous tour, Rent All Pro deployed over 172 square meters of ROE's V4ST panels which was another successful setup that elevated the overall stage design.

Reflecting on their collaboration with ROE Visual, Javier Barba, the founder of Rent All Pro, shared his thoughts. *"I've known Frank for many years and always recognized ROE Visual as a top player in the industry. But it wasn't until I started working with them that I truly understood why they stand apart. It's not just their premium products; every interaction with ROE has been outstanding. I probably should have listened to Frank sooner, but that's exactly what I will do moving forward."*



Frank Montero, Managing Director of ROE Visual US, responded, *"Javier is a great friend, and I love working with him. His company now has over 100 technicians and hundreds of freelancers, many of whom have been with him for 20 to 30 years, even staying through the pandemic. Rent All Pro has grown rapidly, becoming a benchmark in the industry, especially in Latin America. When they test a product, it quickly becomes the go-to for others in the region, and that's a level of influence I truly admire."*

Led by founder Javier Barba and his partner Cesar Sandoval, Rent All Pro has become a powerhouse in live event production across Mexico and the United States. With significant investments in ROE Visual's V8T and V4ST LED panels, the company has built an impressive inventory of LED technology that has proven to be successful for them. Whether it's concerts, festivals, or large-scale events, their experienced team and quality gear make them a go-to choice for clients seeking a memorable experience for the most ambitious productions.

About Rent All Pro

Founded in 1989, Rent All Pro is a trusted leader in live event production and equipment rental across Mexico and United States. With over three decades of experience, the company specializes in concert production and provides a full spectrum of technical services, including audio, video, lighting, staging, and large-scale event support. Known for its vast inventory and highly experienced technical staff, Rent All Pro offers streamlined, professional solutions that ensure seamless event execution from start to finish.

More info: rentallpro.com.mx/

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: roevisual.com/en/