

## ROE Evolves Worship: A Decade of Partnership Illuminating the Message

**Chatsworth, USA (August 2025)** Across the globe, worship spaces are evolving — not just architecturally, but experientially. From small chapels to multi-campus megachurches and global faith-based television networks, screens have become a vital canvas for modern storytelling. As these needs continue to grow, ROE Visual is proud to be part of this evolution, supporting our partners in helping faith communities connect, inspire, and bring messages to life in emotionally impactful ways.

### From Projectors to Screens

Ten years ago, as churches began moving away from static banners and projection systems in favor of immersive digital environments, ROE Visual entered the House of Worship space with a clear and consistent mission: to understand the needs of our partners and deliver exceptional visual solutions.



Elevate Life Church

Leveraging our experience in touring, live events and broadcast, we started our journey in 2016 with Elevate Life Church, which selected ROE Visual Black Pearl BP3 for its reliability and outstanding visual performance. In 2017, Church of the Highlands followed with the adoption of Black Onyx BO3, recognizing the need for dependable, high-quality visual tools to support their immersive worship.



Church of Highlands

**The Shift to Lightweight**

As churches deepened their use of LED technology for in-person services, a clear market shift emerged: a growing demand for lighter, more adaptable panels. These solutions offered the flexibility to support rapidly evolving stage designs while accommodating the structural limitations common in many worship spaces, such as restricted rigging points and minimal load-bearing capacity.



Transformation Church

Transformation Church was among the early adopters. In 2019, they began their visual journey with Diamond—ROE Visual's first lightweight panel. As their congregation and creative vision expanded, they upgraded to Graphite, and most recently integrated Black Marble panels to create a fully immersive stage environment.



Shoreline City Church

Shoreline City Church embraced a similar approach. They began with Carbon CB3 panels as the focal point of their stage design, later enhancing the setup with Graphite panels to create a striking, halo-shaped screen above the platform. This addition not only amplified the visual experience but also addressed key functional needs, improving sightlines for balcony attendees and ensuring visual consistency across all services.

### **Rise of Livestreamed Worship**

Today, around 70% of megachurches in the U.S. operate under a multisite model, according to Lifeway Research. In this model, sermons from the main campus are streamed to satellite locations via large LED displays. Each site maintains its own worship team and community, while video connects everyone through a shared message. Meanwhile, faith-based television networks are expanding in parallel, requiring broadcast studios that can support professional, high-impact livestreaming.

For many worshipers, video isn't supplemental—it is the experience. Those tuning in online are attending through a screen, making camera work, lighting, and LED displays mission-critical. Everything that happens in the room needs to translate clearly and powerfully to the online audience.





Daystar TV

Daystar TV exemplifies how high-end LED technology can elevate faith-based broadcasting. Our collaboration began nearly a decade ago with the installation of Black Onyx panels, chosen for their outstanding in-camera performance, long lifespan, and minimal maintenance, ideal for broadcast environments. Recently, Daystar upgraded its studios with Black Pearl BP2V2 panels, Black Marble LED floors, and a custom Strip configuration. These enhancements enable the network to deliver visually compelling, emotionally engaging content to over 2 billion viewers worldwide.

### Evolving with the Church

Throughout this journey, JET emerged as a response to the evolving needs we've witnessed firsthand. It brings together the core requirements that churches have consistently voiced over the years — reliable on-camera performance, flexibility in design, and ease of use and maintenance. Rather than introducing something entirely new, JET represents a thoughtful integration of what's been learned, meeting churches where they are and supporting where they're headed.



A decade in, both the technology and the market have matured. LED solutions are now more accessible and cost-effective, enabling more churches to adopt them as powerful tools to illuminate their messages.

“Worship, at its core, is about people. Technology is only meaningful when it helps amplify a purpose. We're honored to support churches and integrators in creating meaningful worship experiences—whether that's on stage or on screen at home.” says Frank Montero, Managing Director of ROE Visual US.

**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.

For more information, please visit [www.roevisual.com](http://www.roevisual.com).