

ROE Visual Ignites Saudi Light and Sound Expo 2025 with Cutting-Edge LED Solutions

Dubai, UAE (April 2025) — ROE Visual is pleased to return to the Saudi Light and Sound (SLS) Expo 2025, taking place May 20–22 at the Riyadh International Convention & Exhibition Centre. As the Middle East's pro AV market continues to grow, ROE Visual will showcase its latest LED technology and connect with industry professionals throughout the event.

SEA EXPO **SLS expo** **ROE**
CREATIVE DISPLAY

Welcome ROE

choice
ducts

ROE Visual LED products for virtual stages, live events and entertainment. Project: Hyperbowl, Munich.

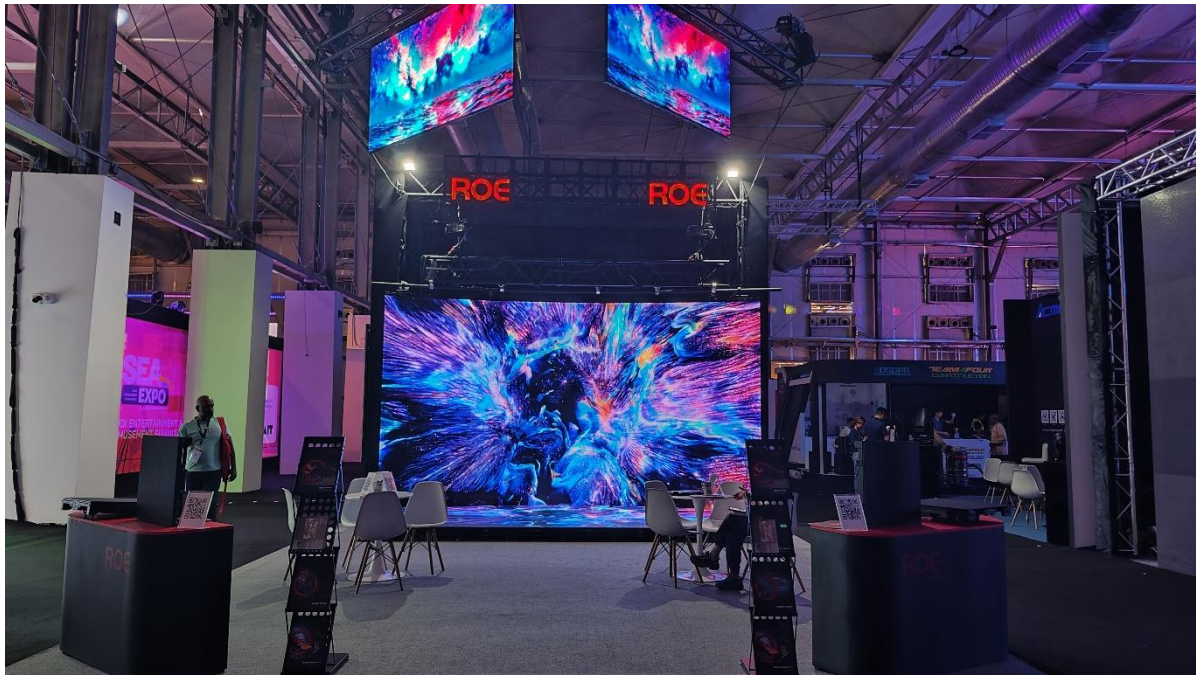
JOIN US AT SEA EXPO & SLS EXPO

BOOTH #1A111

20 - 22 MAY 2025 | RIYADH FRONT, SAUDI ARABIA

The SLS Expo, co-located with the SEA Expo, offers a premier platform to explore cutting-edge innovations in professional lighting and sound, making it an ideal opportunity to discover new solutions and build meaningful connections with industry leaders.

This year, you can find the ROE Visual team at Booth #1A111, where Coral1.2, Topaz and Topaz Curve (TP-C) will take center stage. One of the highlights from the booth will be Topaz Cube (TP-B), a striking display that highlights the creative versatility and modular design of the Topaz series. In addition, ROE Visual will also present Vanish 8T (V8T) and ArtMorph solutions for rental and fixed installation, offering attendees a comprehensive view of its ROE panel portfolio.



"Renowned for the Middle East's vibrant entertainment and events industry, the region prioritizes delivering immersive and captivating experiences at concerts, festivals, corporate events, and exhibitions. Additionally, the rapidly evolving media landscape, driven by the growth of new broadcast studios, has positioned ROE Visual as a key provider of premium studio displays, LED video walls, and virtual production solutions," says Khalid Sweidan, Vice President of Sales MEA.

Grace Kuo, CSO of ROE Visual, states, "Collectively, the region's growing demand for visually stunning experiences, practical communication tools, and impactful brand promotion underscores ROE Visual's pivotal role in shaping the Middle East's dynamic visual technology landscape."



ROE Visual has supported a wide range of projects across the Middle East, from major sporting events to high-profile corporate productions. Notable highlights include the 2022 World Cup Opening Ceremony, the 2023 AFC Asian Cup Opening Ceremony in Qatar, LIV Golf Riyadh, and the Qatar F1 Grand Prix. Renowned for high-performance technologies like V8T and BP2V2, ROE Visual consistently delivers solutions that elevate event experiences throughout the region.

Discover how professional AV innovations are shaping the future of the industry—visit ROE Visual at Stand #1A111, at the SLS Expo in Riyadh from May 20-22.

Register here: [Saudi Light & Sound \(SLS\) Expo 2025 | ROE Visual](#)

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/>

Products:

Coral: [Coral - ROE Visual's Solution for an Impeccable Visual Experience | ROE Visual](#)

Topaz: [Topaz The All-purpose Live Events LED Panel | ROE Visual](#)