

## ROE Visual Partners with Ross Video and Vizrt to Showcase Broadcast Innovations at FOMEX 2025

**Dubai, UAE (February 2025)** Following a successful collaboration at ISE 2025, ROE Visual is proud to announce its continued partnership with Ross Video and Vizrt at the Future of Media Exhibition (FOMEX) in Riyadh, Saudi Arabia, from February 19 to 21, 2025. These collaborations will highlight advanced broadcast and virtual production solutions, reinforcing ROE Visual's commitment to supporting the evolving needs of media and content creators in the Middle East.

### Innovating Studio Environments with Ross Video

At Ross Video's booth (#SP4), ROE Visual will provide its Topaz-Curve (TP-C 2.6) LED panels, demonstrating how high-performance LED displays seamlessly integrate with Ross Video's real-time graphics and control systems. This collaboration aims to enhance broadcast studio environments with dynamic video wall applications, offering broadcasters flexible, visually stunning production workflows. And beyond the FOMEX showcase, the broader Ross-ROE collaboration is designed to advance both traditional broadcast studios and XR applications, ensuring cutting-edge storytelling capabilities for news, sports, election coverage, and corporate presentations.

### Empowering Broadcasters with an All-in-One XR Package with Vizrt

At Vizrt's booth (#SP11), ROE Visual and Vizrt will unveil Viz Virtual Studio Go, an innovative, cost-effective XR package designed to make high-end virtual production more accessible. Displayed on ROE Visual's Black Pearl BP2V2 and Black Marble BM4 LED floor, this package integrates Vizrt's industry-leading real-time graphics engine and [NDI®](#) workflows, helping broadcasters, brands, and studios to create immersive storytelling experiences without the complexity of traditional production setups.

"The Middle East's broadcast industry is evolving rapidly, with an increasing demand for high-quality content, immersive storytelling, and next-generation studio solutions," says Khalid Sweidan, Vice President of Sales for the Middle East at ROE Visual. "Our collaborations with Ross Video and Vizrt at FOMEX 2025 reinforce our commitment to enabling broadcasters to elevate their production quality and efficiency—whether through advanced studio video walls or cost-effective XR workflows."

To experience these next-generation solutions firsthand, visit [Ross Video](#) (Booth #SP4) for a demonstration of dynamic studio video wall applications, and [Vizrt](#) (Booth #SP11) to explore the future of XR-powered virtual production.



**Partners:**

**Ross Video:** [www.rossvideo.com](http://www.rossvideo.com)

**Vizrt:** [www.vizrt.com](http://www.vizrt.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.

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