

PRESS RELEASE

ROE Visual supports Sky Sports with Ruby LED for Premier League Touring Studio

London, UK (18 September 2025) – ROE Visual is proud to announce a new collaboration with Sky Sports, supplying high-performance Ruby RB1.5 LED panels for a mobile broadcast studio to be used throughout the Premier League season. The innovative pop-up studio will tour over 42 stadiums across the UK, delivering premium broadcast quality wherever the action takes place.

The partnership follows on from previous investment in the Monday Night Football studio. At the NAB show, Sky Sports identified ROE Visual's Ruby RB1.5 as the ideal solution due to its high-resolution, on-camera performance and seamless integration into a flexible studio setup.

Developed in close coordination with the Sky and ROE Visual teams, the project is designed to bring next-generation production quality to Sky's on-location coverage. Broadcast systems integrator D&B is tasked as the key integrator whilst ROE Visual supports the Sky Sports production team and ensures the latest product updates are fully tailored to their creative and technical ambitions.

"Working with Sky Sports on this mobile broadcast solution highlights the versatility of our advanced Ruby series," said Olaf Sperwer, Director Broadcast and VP EMEA. "With its premium mechanics, high refresh rate, minimal scan lines, and outstanding on-camera performance, Ruby RB1.5 is engineered for demanding changing environments like in-studio live sports broadcasts."

The pop-up studio debuted at the start of the Premier League season in August, marking the beginning of a three-year touring programme that will bring immersive storytelling and studio-quality coverage to football fans across the UK.

Designed to be deployed quickly and efficiently on-site, the Sky Sports OB studio enables presenters to deliver real-time analysis, interviews, and match-day content in an environment that mirrors the production quality of traditional studios, without being tied to a single location.

"Sky Sports' decision to invest in a robust and flexible advanced LED setup for live broadcast reflects a broader industry shift toward agile and flexible production," added Sperwer. "Creating agile LED screens that can tour with ease is part of our DNA, so we're both proud and confident to support that vision with technology that travels as well as it performs."

Kevin McCue, Director of Studios & Technology, Sky Sports, said: *"This deployment is a testament to the collaborative work with the team from ROE Visual, whose expertise in selecting the right products and configurations was invaluable. We also credit D&B Solutions for their seamless systems integration, custom frameworks, and launch support — all of which were vital in bringing this vision for our viewers."*

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The project is a perfect example of ROE Visual's continued focus on providing camera-optimized LED solutions for live broadcast environments, as well as its commitment to supporting innovative storytelling in sports media.

The 2025/26 season marks the start of a landmark four-year partnership between Sky Sports and the Premier League, which will see a minimum of 215 games shown exclusively live on Sky each season.

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For media inquiries, please contact marina@roevisual.eu

About Sky:

Sky connects and entertains millions of people across Europe. At the heart of everything we do is a belief that people deserve better. For decades, we've shaken up every category we entered to give people what they love, to make life a little easier, and to provide great value. That's how we bring millions of customers the joy of a better experience in TV, broadband, and mobile.

In TV, we offer the best sports coverage, unmissable TV, and the smartest ways to stream and aggregate the TV you love. In broadband, we power homes and businesses with a fast, reliable connection. In mobile, we bring people closer, with plans at unbeatable value. And now, you can even keep your home connected and protected through our smart insurance. We design our products to fit seamlessly into your life, with service whenever and however you need it.

That's how we do better for customers. And we believe in better for society too. We power the cultural economy in the UK and beyond, making award-winning news, original sport, and entertainment. We contribute billions to UK GDP, creating and sustaining thousands of jobs and sharing both our journalism and our coverage of the arts, free of charge. We are cutting emissions and making recyclable, energy-efficient products, and we give back, through free internet access and digital skills for under-served communities and young people. Sky is owned by Comcast Corporation, a global media and technology company.

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.