

PRESS RELEASE**ROE VISUAL BUILDS DEDICATED AV INTEGRATION TEAM
Hiring Two Experienced Business Development Managers**

Leek, The Netherlands, (19 January 2026) - ROE Visual, a global leader in LED display technology, announces the appointment of Marc Tögel as Business Development Manager and Reuben Gunter as Senior Business Development Manager, both for the AV Integration market. Together with Christian Czimny, Global Product Director Fixed Install, they form ROE Visual's newly established AV Integration Team, marking a significant step in the company's strategic expansion into the fixed-install and corporate AV markets.

This dedicated team underlines ROE Visual's readiness for market entry: products are mature, solutions are field-proven, and the organization is ready to support integrators worldwide. The official kick-off will take place at Integrated Systems Europe (ISE) 2026, where ROE Visual will showcase its complete AV Integration portfolio.

Strengthening Market Expertise

Marc Tögel joins ROE Visual Display Solutions as Business Development Manager EU, focusing on corporate, retail, broadcast, and immersive installations across the DACH region. Before ROE Visual, Marc spent several years at Kern & Stelly, where he held senior roles, including Team Lead, LED Solutions, and Focus Sales Manager, LED, advising on large-scale LED wall projects. His strong industry network and deep technical understanding make him a key driver for ROE Visual's AV Integration growth.

"What attracted me to ROE Visual is the company's uncompromising focus on quality and engineering," says Marc Tögel. "There is huge potential in the fixed-install market, and I'm excited to work closely with integrators to deliver solutions that combine performance, reliability, and creative freedom. ROE Visual's portfolio gives us the tools to realize truly ambitious projects."

Reuben Gunter brings more than a decade of experience in the professional display industry. He spent eight years at Samsung Electronics as a Business Development Manager, where he drove Samsung display solutions into major accounts and helped customers realize the commercial and experiential value of advanced display technology. Before that, Reuben worked for NEC Display Solutions, building a strong foundation as an internal account manager supporting key accounts and developing long-term customer partnerships. Through this experience, Reuben has developed a firm conviction that LED represents the future of display, thanks to its scalability, performance, and creative freedom.

"This belief, combined with ROE Visual's reputation for uncompromising quality and visual excellence, made joining ROE Visual a natural next step," says Gunter. "What excites me

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most is the opportunity to grow ROE Visual's fixed-install portfolio, an area with huge untapped potential where ROE's engineering expertise can set new benchmarks for permanent and architectural environments. I'm motivated by the challenge of contributing to ROE's next phase of growth and expanding its impact into new markets."

Market Entry at ISE

Together with Christian Czimny, the team will lead ROE Visual's AV Integration strategy, bridging the company's proven performance standards with the practical demands of fixed installation environments.

"We design our AV Integration based LED products to support corporate studios, boardrooms, visitor centers, retail spaces, and hybrid broadcast environments with a broad portfolio of high-performance display solutions," says Christian Czimny, Product Director Fixed Install. "At the same time, ROE Visual delivers ease of installation, color accuracy, and long-term reliability—built on more than 20 years of experience in the live events industry."

"We are excited to embark on this new adventure," says Grace Kuo, CSO of ROE Visual. "With a strong product portfolio and a highly experienced team in place, we are entering the AV Integration market with confidence. Marc and Reuben bring valuable expertise that perfectly complements our strategy, and together we are ready to support our partners and customers with innovative, reliable solutions."

"With Marc and Reuben joining the team, we now have the right people, products, and strategy in place," adds Matthijs Meijer, Sales Director EU, ROE Visual. "ISE marks our official market entry moment for AV Integration, and we're very much looking forward to this new chapter for ROE Visual."

Visitors are invited to meet the team at ISE 2026 and discover how ROE Visual is bringing its engineering DNA into permanent installations. **Hall 3, Stand C500**

****ENDS****

For media inquiries or to schedule a meeting at ISE Barcelona, please contact marina@roevisual.eu

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

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advanced technology, premium components, and a passion for innovation. This dedication has made ROE Visual the industry standard across 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.

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