

PRESS RELEASE

ROE VISUAL BRINGS THE FUTURE OF MEDIA PRODUCTION TO IBC 2024

Leek, the Netherlands (28 August 2024) – ROE Visual enthusiastically anticipates participating in the IBC Exhibition, taking place from 13-16 September 2024, at the RAI in Amsterdam. Positioned at stand B26 in Hall 7, ROE Visual will present its latest products and technologies, highlighting its key contributions to the broadcast and film industries.

IBC is the premier event for the media, entertainment, and technology industries, bringing together creative, technological, and business minds. The exhibition offers a dynamic environment for meaningful dialogue and networking, providing a unique opportunity to explore the future of media technology.

ROE Visual's exhibit at IBC Exhibition 2024 promises to be a highlight, showcasing the company's dedication to innovation and excellence in LED display technology. The displays, demos, and discussion panels will cater to broadcast professionals, filmmakers, and media enthusiasts, offering a glimpse into the future of visual storytelling and media production. Visitors at ROE Visual's stand in Hall 7, B26, will experience groundbreaking solutions that are set to transform the broadcast and film industries. Experience the power of innovation, creativity, and technology brought together by ROE Visual's remarkable LED displays.

"Being part of the IBC Exhibition is an exciting opportunity for us to showcase our advancements in LED technology, particularly in the live broadcast and film arenas," said Olaf Sperwer, Business Development Manager for Virtual Production at ROE Visual. "Our immersive stand will offer visitors and integration partners an up-close experience with our latest products and solutions, showcasing how we redefine visual experiences."

"Roelof Bouwman, General Manager of ROE Visual EU, added, "Our growing involvement in the broadcast market is evident in our expanding product portfolio. Our collaborations with leading technology companies emphasize our commitment to maximizing the potential of LED technology for our clients."

Showcased Products

The Ruby LED series will be at the forefront of display technology, featuring the Ruby RB1.5F, equipped with a high-contrast flip chip LED, the Ruby RB1.9BV2, and the innovative Black Marble LED floor, the BM2.

Making its debut at IBC, the Coral CR1.2 panel represents a leap in broadcast-grade HD-LED technology, leveraging COB (Chip on Board) LED technology for superior performance. The Coral panel offers high contrast, a wide color gamut, and exceptional color accuracy, ensuring a stunning high-definition viewing experience. With a brightness of 1000 nits, a refresh rate

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of 7680Hz, and an 8:9 aspect ratio supporting native 4K or 8K resolutions, the Coral series sets a new standard for visual quality and energy efficiency in the industry.

Inspiration Panels

Be sure to attend our inspiring panel sessions featuring top industry specialists in XR, virtual production, and live broadcast. These sessions will include in-depth case studies, such as the BBC UEFA Broadcast Studio, the commercial potential of VP highlighted by "The Garage," broadcast strategies for elections, and insights into the development of the Gran Canaria Film Studio.

Limited spaces are available, so ensure you're in on these once-daily sessions in Hall 7 B26. See you there!

Live Demonstrations at IBC

Join us at ROE Visual's live sessions at the IBC, where we explore cutting-edge extended virtual production solutions for live multi-camera broadcast productions. These demonstrations at our stand in Hall 7, B26, will showcase the workflow benefits explicitly tailored for broadcast environments.

Experience innovative RGB+ technology

Don't miss our comprehensive display of full-spectrum LED technology, including our advanced RGB-W and RGB-CA LED panels. Our experts will be on hand to discuss the technology and its significant advantages for film and broadcast studios.

Broadcast Innovation LAB: Leading the Future of Digital Visualization.

ROE Visual will showcase an innovative solution powered by four industry leaders: ROE Visual, Cuebric, Vizrt, and Tecnopoint. This solution is designed for content creators in smaller studios, sports productions, corporate events, and esports. It is perfect for those lacking a specific technical skillset or access to a full XR studio. Vizrt's Viz Virtual Studio Go renders Cuebric's AI-driven scenes. Complementing this is a robotic camera system from Tecnopoint, enabling professional-quality PTZ camera movements for live video production, all integrated with NDI technology and embedded tracking data from Vizrt. **Daily demonstrations at Stand 7.B26**

Celebrating Industry Connections

ROE Visual proudly highlights its partners and the industry-leading community that made their stand a beacon of modern presentation technology. A special thanks to [Disguise](#), [Megapixel](#), [Brompton](#), Zeiss, Canon, Vizrt, RED, Grass Valley, AE Live, and everyone who helped bring ROE Visual's vision to life.

Connecting with Industry Peers and the ROE Visual Team

Engage with our international team and share experiences in visual storytelling with other industry professionals. It's an excellent opportunity to connect with fellow IBC attendees and see ROE Visual's LED panels in action.



ROE Visual's LED solutions will also be featured at MPMC Broadcast in Hall 11, Stype in Hall 7, Kino Flo 12.F31 and Vizrt in Hall 10.

Explore the dynamic possibilities that ROE Visual brings to the world of visual storytelling and meet the team in Hall 7, stand B26.

Don't forget to register to obtain your free admission vouchers. [Use Code IBC7810](#)

****ENDS****

Products presented:

Ruby 1.5F
Ruby RB1.9BV2
Coral CR1.2
Topaz 2.6-C
Black Marble BM2
Vanish V8
Carbon RGB+ LED panels
ROE Strip

About ROE Visual

Founded in 2006, ROE Visual manufactures unrivaled, award-winning LED display technology for a broad range of applications, including touring productions, broadcast, film, live and virtual events, corporate, architectural, retail, control room, and many more. Used by the most significant touring artists and spectacular broadcast events, retail, and architectural installations, ROE Visual's products live up to the exacting demands of the industry's creatives and technologists. ROE Visual products offer maximal creativity, ease of use, durability, and visual excellence. By enabling spectacular and breathtaking visual effects to come to life on a large display format, immersive experiences for performers and audiences all over the globe can be created. The company enjoys relationships with leading global AV Installers, rental companies, and notable partners in the production, film, and event industry. ROE Visual offers expert knowledge in LED display technology and extensive support on a global scale through its American, European, and China-based teams. For more information, please visit: www.roevisual.com