

PRESS RELEASE

MHB INVESTS IN UNCOMPROMISING QUALITY WITH ROE VISUAL RUBY 2.6 Expanding its LED Inventory with Cutting-Edge LED Panels

Leek, the Netherlands (27 September 2023) – ROE Visual is proud to announce that Dutch-based MHB has made a strategic investment in ROE Visual's high-end Ruby LED panels, marking a significant milestone in the company's commitment to delivering top-notch quality and innovation for its client base.

MHB specializes in audiovisual productions by providing solutions for live, online, and hybrid events, bringing "Events to live" for corporate events, TV, festivals, sports events, and trade fairs. Combining its high-end rental fleet with an enthusiastic and experienced team ensures MHB's productions are rock solid.

The investment in 1000 [Ruby RB2.6 LED panels](#) is a testament to MHB's dedication to being at the forefront of the events industry and its continuous efforts to provide clients with the best visual experiences. With an unwavering focus on quality and a dedication to expanding its ever-growing LED stock, MHB has chosen to continue to partner with ROE Visual and invest in another substantial batch of high-end LED panels.

ROE Visual's Ruby series is renowned for being a "concession-free" LED system, characterized by its sleek design, premium materials, outstanding image quality, and high refresh rate. These unparalleled product specifications make Ruby the ideal choice for various applications, including broadcast, corporate events, trade fairs, and more.

MHB's decision to invest in Ruby LED panels underscores its commitment to meeting the growing demand for top-tier LED solutions in the events sector. Expanding its inventory with the Ruby series positions MHB as a visual expert capable of delivering uncompromising quality, expertise, service, and innovation.

Speaking about this strategic investment, Marten Hylkema, CEO at MHB, said, "We are thrilled to continue our partnership with ROE Visual and announce the acquisition of the Ruby RB2.6 LED panels. This week, we received the first delivery of our latest investment: no fewer than 1,000 Ruby RB2.6 LED panels. This investment in uncompromising quality substantially expands our growing LED stock. Our focus on high-end LED solutions is a logical step in our journey. We firmly believe there is an ongoing demand for quality, expertise, service, and innovation in the events industry. The Ruby LED panels perfectly align with our vision and enable us to elevate our offerings to clients."

During the recent IBC Exhibition, Roelof Bouwman, Managing Director for ROE Visual Europe, provided a sneak peek of the Ruby 2.6 LED system. The Ruby series, as the flagship line from ROE Visual, embodies the essence of a state-of-the-art LED system, setting new standards for quality and performance. The system's exceptional attributes make it well-suited for broadcast applications, corporate events, trade fairs, and other scenarios where uncompromising visual excellence is a must.

****ENDS****

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Product Information: <https://www.roevisual.com/nl-en/ruby>

About MHB

MHB is a leading provider of cutting-edge visual solutions and event services. With a strong commitment to quality, innovation, and customer satisfaction, MHB has established itself as a trusted partner for various events and applications. For more information, please visit:

<https://mhbav.nl>

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About ROE Visual

Founded in 2006, ROE Visual manufactures unrivalled, 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