

## PRESS RELEASE

### THE FUTURE IN PIXELS

#### ROE Visual launches new products for AV Integration at ISE 2025

**Leek, The Netherlands (27 January 2025)** – ROE Visual is delighted to announce the launch of new products for AV Integration at ISE 2025. Featuring the latest LED innovations, ROE Visual's LED solutions, Sierra, Denali, and Coral are well-positioned to make a lasting impact at the show.

#### **See Innovation. Feel the Future.**

ROE Visual will showcase groundbreaking LED solutions tailored for the pro AV market. Visitors to Stand 3P300 can explore a range of transformative products designed for corporate environments, live events, education, broadcast, virtual production, and more.

#### **SIERRA – High-Efficiency LED solution**

[Sierra](#), the latest advancement in LED technology from ROE Visual, features state-of-the-art common cathode **flip-chip 4-in-1 LED technology** in a mere 1.2 mm pixel pitch. Featuring a standard 16:9 aspect ratio, Sierra delivers reduced reflection, striking contrast, and an impeccably uniform black surface. A high-efficiency power supply reduces Sierra's power consumption by 40%. The resulting low operating temperatures enhance color performance and significantly extend the panels' lifespan.

#### **DENALI - Innovation Meets Visual Performance**

[Denali](#), ROE Visual's latest groundbreaking LED solution, redefines visual excellence with its ultra-thin frame, 0.78mm pixel pitch, and native 16:9 resolution. Featuring innovative **Micro LED In Package (MIP)** technology, Denali delivers stunning contrast, wide viewing angles, high energy efficiency, and captivating performance—guaranteeing a lasting impression.

#### **Coral - Sustainable Superior Visual Performance**

[Coral](#) is developed for demanding applications like broadcasting and corporate environments, where precision is key. The Coral CR1.2 panel represents a leap in 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 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.

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### **Discover the Technology**

Are you curious about the technology that brings visual excellence to life? Feel invited to join a guided walkthrough of the stand, where ROE Visual's product experts will share in-depth insights into the innovative technology behind these LED panels. Book your walkthrough [here](#).

Join the ROE Visual team and discover how ROE Visual redefines what's possible in visual technology. The future of visual excellence is here; find it at the **ROE Visual Stand in Hall 3, Stand 3P300**.

**\*\*ENDS\*\***

For media inquiries or to schedule a meeting at ISE Barcelona, please contact [marina@roevisual.eu](mailto: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 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).