

LMG and ROE Visual Transform Avril Lavigne's Concert Experience

Chatsworth, USA (October 2024) — ROE Visual is proud to have its products featured by LMG Touring, a long-time partner of global superstar Avril Lavigne, in delivering an extraordinary stage production for her latest *Greatest Hits* tour. Marking a new chapter in a storied 15-year relationship, this production reflects both the growth of Lavigne's career and the evolution of LMG's technical expertise, enhanced by the creative use of ROE Visual LED technology.



[LMG Touring](#) and Avril Lavigne have cultivated a powerful partnership since her *Best Damn Tour* in 2007, with LMG evolving into a leader in live production for some of the biggest names in the industry. Their development mirrors Lavigne's own growth as a pop-punk icon, whose debut album *Let Go* launched a two-decade career blending rebellious energy with catchy pop hooks. Together, Lavigne's musical evolution and LMG's technical expertise create an emotionally driven and vibrant concert experience, as seen in her *Greatest Hits* tour.

The stage design for Avril Lavigne's *Greatest Hits* tour reflects a new level of technical sophistication, led by chief lighting designer Jake Roeber. Roeber's creative vision seamlessly combines functionality and visual impact, with ROE Visual's **Vanish V8T** tiles playing a key role. These semi-transparent tiles, boasting 50% transparency, are strategically placed on the upstage left and right walls, allowing lighting effects and high-definition video to merge effortlessly. The unique design of the tile enhances depth and dimension, giving the audience an immersive experience where lighting and video integrate fluidly.

Prominently centered in the background and in the overhead pods, **Carbon CB8** tiles provide

high-definition visuals that elevate the performance further. Known for their durability and clarity, the CB8 tiles ensure sharp imagery and smooth transitions between segments, adding a visual continuity that ties the entire production together. Other notable additions to this show are the custom-built Tyler TX lighting carts, which offer quick adaptability during the performances, and a Kabuki drop that introduces a dramatic mid-show transition. Together, these elements create a dynamic stage environment that heightens the nostalgic and rebellious spirit, blending technology and artistry in perfect harmony.



"ROE products have consistently proven to be reliable and easy to work with. They offer dependable solutions for building LED walls and creating immersive visual experiences. At LMG Touring, we highly value our partnership with ROE and look forward to continuing to bring their cutting-edge technology to our clients on the road."

— Zachary Lawrence, Account Executive, LMG Touring

The *Greatest Hits* tour showcases not only Avril Lavigne's enduring significance in the music world but also the growth and technical mastery of LMG Touring, who have been by her side since the beginning of her touring career. ROE Visual is honored to support LMG's technical vision, helping bring the dynamic energy of Lavigne's music to life through advanced LED displays that enhance every aspect of the performance. This collaboration highlights the strength of both companies, built on a mutual dedication to excellence.

About LMG

LMG Touring is a leading live event production company specializing in providing world-class technical solutions for concerts, tours, and large-scale live events. With a commitment to innovation and excellence, LMG integrates advanced lighting, audio, and visual technologies to create immersive, dynamic experiences for audiences around the globe. The company is known for its ability to deliver high-quality production services, combining cutting-edge equipment with a deep understanding of creative vision and technical execution. LMG Touring's expertise spans a wide range of entertainment industries, making them a trusted collaborator for some of the world's biggest artists and events, elevating live performances with precision and impact.

For more: www.lmgtouring.net/

About ROE Visual:

Founded in 2006, ROE Visual set out to make the best LED display platforms. Carefully selected high-end components, the latest technology, in-depth knowledge, and passion go into ROE Visual's LED products. Familiar with the challenges of the market, the company offers the best possible solutions for creatives, designers, and technicians who rely on ROE Visual's LED products for flawless installation, shoot or performance.

Dedicated to delivering the latest display technology, ROE Visual has a global presence, ensuring exceptional service to over 500 customers in over 90 countries. Headquartered in Shenzhen, China, the company operates globally.

For more: www.roevisual.com