

ETS Trusts ROE Visual LED Technology to Elevate Black Hat 2024

Chatsworth, USA (November 2024) — ROE Visual's LED technology took center stage at Black Hat USA, transforming the keynote with an immersive, high-impact display crafted by ETS. As a long-standing partner of Black Hat, ETS has trusted ROE Visual's products for years to deliver dynamic visuals that set new standards for engagement and sophistication.

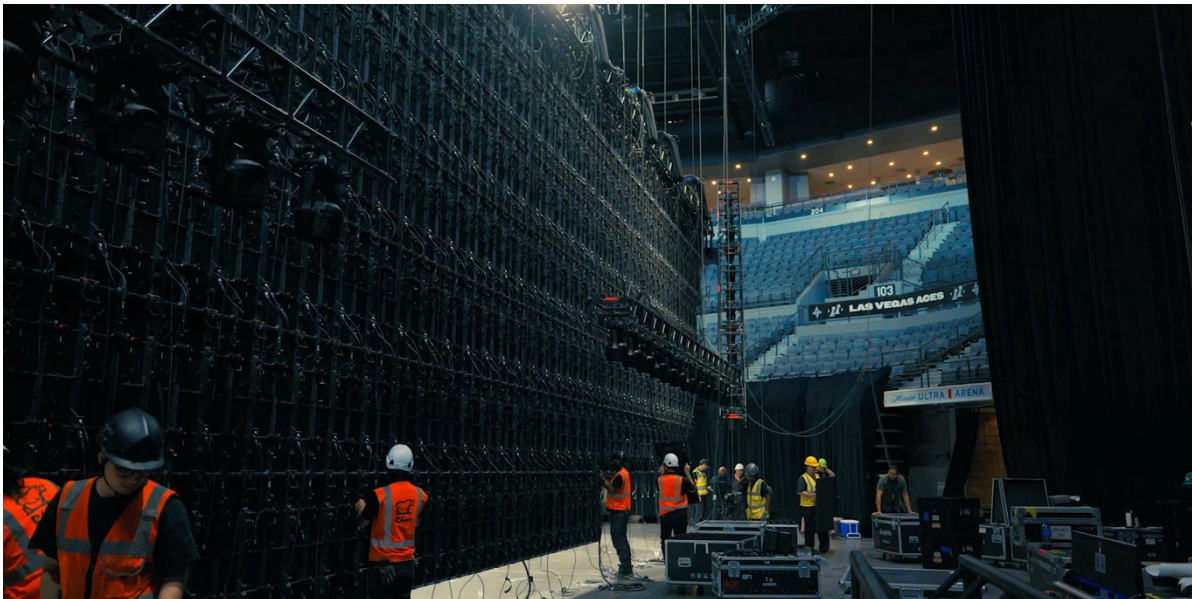


The Black Hat conference covers critical developments in cybersecurity, balancing visually engaging presentations with informative content. [ETS](#) has been a key partner for over 15 years, adapting its production design to meet the event's growing prestige and scale. Having worked on the design seven months in advance, this year's concept cast the LED screen as a central "character," embodying the aura of a Phoenix rising from the ashes. Using a layered, angled, and tapered screen design, paired with strobe lights, lasers, smoke, and steam sounds, ETS and ROE Visual delivered a fully immersive experience that captivated attendees.

To achieve this ambitious design, ETS used ROE Visual's **Graphite 2.6** and **Black Onyx 3.47** LED panels, chosen for their quality and versatility. The primary display wall, constructed with Graphite 2.6 panels, extended 30.5 meters across, tapering down to 24.5 meters and reaching a height of 7 meters. This flown section boasted a pixel dimension of 11712 x 2688, while the ground support featured a stair-stepped layout with a 1536 x 3648 pixels resolution, delivering crisp, dynamic visuals across the stage.



ROE Visual's Black Onyx 3.47 panels formed three delay screens, with 66 panels per 5.5m x 3m wall, strategically arranged in a "scoreboard" style to ensure optimal visibility from every angle in the 12,000-seat arena. Known for their durability and seamless integration, ROE Visual's products enabled ETS to execute this intricate, large-scale production with confidence and precision.



"We have owned ROE Visual tiles for 8 years and feel they are the best product on the market. Their customer service is wonderful, and ROE is always willing to go the extra mile to help us accomplish our projects and needs." — Kevin Gorman, Owner at ETS

A captivated audience response, complete with cheers and excitement, is the ultimate measure of production success. Alongside a stunning opening sequence, ETS prioritizes the flawless delivery of digital presentations for Black Hat's featured guest speakers. This year, the impactful visuals and seamless transitions received positive feedback from key clients, including Jeff Moss, President of DEF CON Communications, and Thomas Amaral, Senior Director at Informa Tech. Their praise stands as a testament to the success of ETS and ROE Visual's collaboration in crafting an unforgettable event experience.

With 18 years of industry expertise, ETS and ROE Visual, a leader in LED innovation, both pursue the same mission: creating high-impact, quality-driven event experiences. Together, their joint effort continues to push boundaries, setting new standards in visual production for renowned events like Black Hat.

About ETS

Located in Coppell, Texas, ETS has built a reputation as a leader in audiovisual production, consistently delivering high-quality, innovative solutions for live events. Known for their client-focused approach and dedication to cutting-edge technology, ETS partners with clients to create visually impactful, immersive experiences across high-profile events. With over 40 events annually, ETS combines strategic equipment procurement and layered project management to ensure flawless execution and exceptional client satisfaction at every production.

For more: ets-av.com

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: roevisual.com