

## Big Picture and Creative Technology Australia & New Zealand Boost LED Inventory with New Additions

**Shenzhen, China (April 2025)** Big Picture and Creative Technology, long-standing leaders in the visual production industry, have made a significant leap in enhancing their capabilities, having expanded their LED inventory with 2,000m<sup>2</sup> of ROE Visual LED displays including 500m<sup>2</sup> of CB3 MKII in T4 Frames and 1,500m<sup>2</sup> of Vanish Series. This latest addition brings their total ROE inventory to an impressive 7,500m<sup>2</sup>, making them the largest LED display providers in Australia and New Zealand.

Big Picture and Creative Technology have built a strong and trusted partnership with ROE Visual over the years, creating a relationship rooted in mutual innovation and a shared commitment to excellence. By continuously investing in cutting-edge equipment and prioritizing customer satisfaction, they have earned the trust of the biggest names in the industry. From live concerts and festivals, television, major sporting events, corporate events, theatre and immersive installations, their advanced technologies empower clients to create memorable, impactful experiences.

**"With the ever growing size of live events and in particular stadium concert tours, this investment ensures Big Picture and Creative Technology can continue to support our clients needs now and in to the future"** said Brett Hawkins, Vice President at Big Picture & CT ANZ.

**"Our focus has always been on delivering exceptional visual experiences,"** said Owen Davison, President at Big Picture and CT ANZ. **"This expansion ensures that we can meet the growing needs of our clients with superior quality, reliability, and easy and fast installation. It reflects our commitment to offering state-of-the-art solutions for all kinds of events. With these new technologies, we're giving producers and event planners the flexibility, safety, and creative freedom to bring their most ambitious visions to life."**

New Inventory Highlights:

### **Vanish Series (V8T and V6ST):**

- **500m<sup>2</sup> V8T:** A high-transparency LED panel, the V8T has been a key component of numerous iconic stages worldwide. Its see-through design allows for stunning visuals without obstructing views, making it perfect for creative and immersive stage designs.
- **1,000m<sup>2</sup> V6ST:** Designed for large-scale outdoor events, the V6ST features integrated folding trusses that enhance wind resistance up to 20m/sec. This robust design prioritizes structural stability and audience safety, ensuring reliability even in challenging weather conditions.

· **500m<sup>2</sup> CB3 MKII in T4 Frames:** The T4 frames provide the CB3 MKII with the flexibility to deliver fine pixel pitch visuals, ensuring outstanding clarity and detail in any environment. This versatility makes the product perfect for a variety of events, from intimate gatherings to large-scale outdoor productions.

**“We worked closely with ROE Visual on some small but significant product tweaks that were important to us. We saw these changes for the first time during our visit to their impressive new manufacturing facility in Shenzhen for the FAT. As always, ROE took our requests on board and delivered exactly what we envisioned. Their flexibility in meeting our specific needs is one of the many reasons why we always choose ROE”** added Owen Davison.

**"This expansion embodies the incredible synergy of our partnership—a relationship built on shared ambition, trust, and a passion for innovation. We deeply value the journey we've taken together, creating not just cutting-edge solutions but meaningful, lasting impact in everything we do."** says Grace Kuo, Chief Strategy Officer at ROE Visual.

### About Big Picture:

Big Picture has been behind Innovative, powerful video production for over 30 years. Recognised throughout the industry, our Worldwide Network is comprised of highly trained, experienced engineers and technicians. Big Picture Australia & New Zealand offers a full range of audio-visual solutions for the concert touring, sports, entertainment, broadcast and corporate markets and is proud to be a part of the NEP Worldwide Network, the leading worldwide outsourced technical production partner supporting premier content producers of live sports, entertainment, music and corporate events.

Find more: <https://bigpicture.com/>

### About Creative Technology:

Creative Technology (CT) is a leading provider of innovation, technology, project management, and operational support to the live events and systems integration markets. CT's mission is to deliver premium, sustainable solutions to customers across the globe by attracting the best talent, and constantly challenging the team to grow and learn. CT is driven to push the boundaries of what's possible as they work together to turn creative ideas into technical reality.

Find more: <https://ct-group.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: <https://www.roevisual.com/en/>