

## PRESS RELEASE

### ROE VISUAL EXPANDS TEAM WITH TWO SEASONED INDUSTRY EXPERTS

**Shenzhen, China (7 January 2025)**– ROE Visual is thrilled to announce the addition of two seasoned LED professionals to its global team. Christian Czimny joins as Global Product Director Fixed Install, and Steven Embregts takes on the role of Product Director Europe. With their extensive experience in LED display technology in several market segments, these key hires perfectly position ROE Visual to kick-start 2025, solidifying the company's position at the forefront of LED technology and product innovation.

#### **A Strategic Leap Forward**

The appointment of Christian and Steven marks a significant milestone for ROE Visual. Based on their respective longstanding careers, both bring a wealth of expertise and insight to the company and are poised to drive innovation further. Christian will spearhead product development initiatives, driving ROE Visual to continue to set industry benchmarks with cutting-edge solutions. Steven's technical expertise will focus on supporting product development and nurturing partnerships with related technology providers, ensuring seamless project execution and client satisfaction.

#### **Bringing in Industry Expertise**

Christian Czimny, a respected veteran in the LED display industry, brings decades of expertise honed through his years at Lang and other LED manufacturers. With 26 years in the audiovisual sector and over 20 years dedicated to LED technology, Christian has cultivated a deep understanding of LED applications, starting from dry-hire rentals and evolving into fixed installations. His journey includes working on the client side, mastering the latest trends in LED technology, and collaborating with global manufacturers. Being a team player at heart and having extensive experience working alongside Chinese partners, Christian is poised to contribute significantly to ROE Visual's innovative projects.

Steven Embregts brings a wealth of experience from his impressive career, including his most recent role at Faber Audiovisuals, one of Europe's largest and most respected LED rental companies. With 20 years in the LED industry, Steven has worked with prominent names such as JVR, Screenco, and Faber, building a robust background in translating project needs into product solutions. His expertise extends to virtual production, which he has gained through his work with the NEP Group, positioning him as a key asset for ROE Visual's future growth.

Both Christian and Steven are eager to start their work at ROE Visual.

"I'm thrilled to join ROE Visual and take on this exciting new challenge. ROE is renowned for being at the forefront of innovation in LED technology. Moving on in my career, this is a great challenge for me, and I'm proud to become part of this technology-leading team", says Christian.

#### **Press Contact:**

Marina Prak, Marketing Manager

ROE Visual Co. Ltd.

T: +31 50 211 0990 E: [marina@roevisual.eu](mailto:marina@roevisual.eu)

[www.roevisual.com](http://www.roevisual.com)



"This is a step in a new direction for me," states Steven. "Switching from client to manufacturer, I will be at the other end of the table. As a world-leading company in LED solutions for rental, touring, and virtual production applications, ROE Visual is the perfect platform to apply my knowledge and expertise in these fields."

"We are delighted to welcome Christian and Steven to the ROE Visual team," states Jason Lu, General Manager for ROE Visual. "Christian's visionary ideas on product development are a great addition to our team, while Steven's extensive technical expertise and strong industry relationships will enhance our product development. Together, their contributions will strengthen our commitment to delivering exceptional value and satisfaction to our clients."

### **Meet ROE Visual at ISE 2025**

ROE Visual is proud to officially introduce Christian and Steven at the ISE in Barcelona from 4-7 February. Christian and Steven look forward to contributing to ROE Visual's continued success and innovation and meeting you in person at ISE. Visitors are invited to meet the team at stand 3P300.

Please click [here](#) to schedule an appointment with Christian or Steven during ISE.

### **Contact Information**

- **Christian Czimny** - *Global Product Director Fixed Install*  
Email: [christian.czimny@roevisual.com](mailto:christian.czimny@roevisual.com)  
Phone: +49 15170006077
- **Steven Embregts** - *Product Director Europe*  
Email: [steven@roevisual.eu](mailto:steven@roevisual.eu)  
Phone: +31 652421385

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

For media inquiries, 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).