

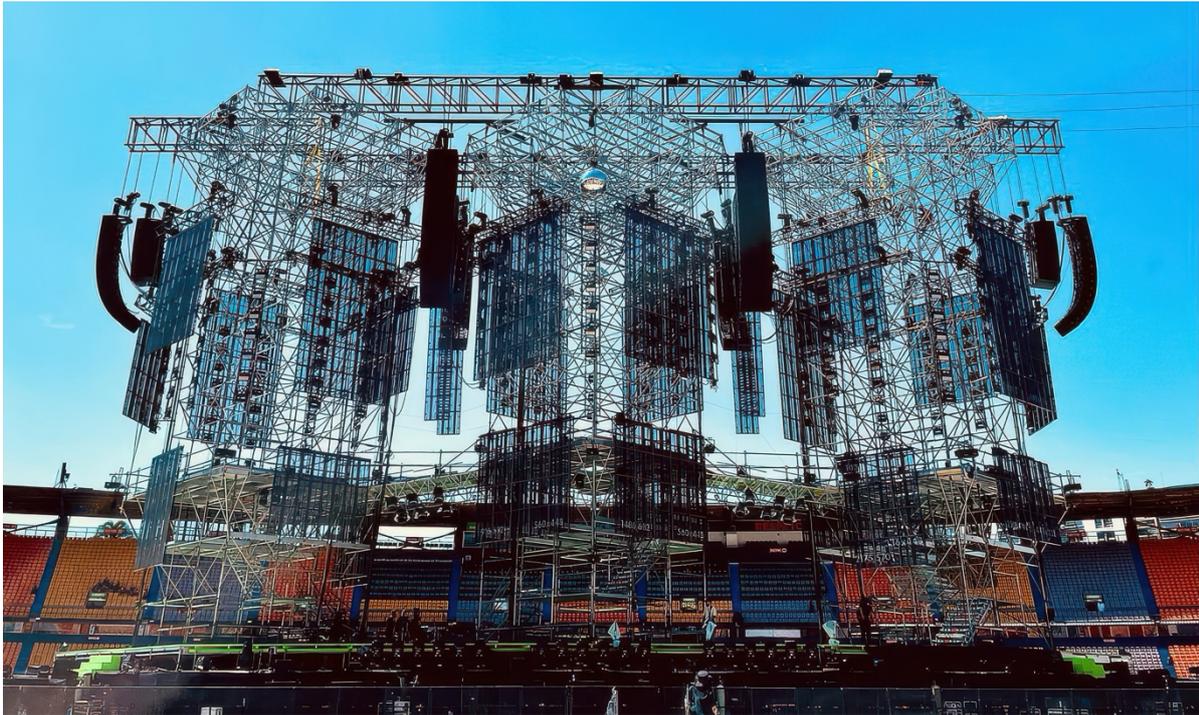
## ROE Visual Takes Over Colombia's Biggest Concerts with Línea Estratégica

**Chatsworth, USA (February 2025)** — From Medellín to Bogotá to Cali, ROE Visual and Línea Estratégica have raised the bar for live event visuals in Colombia, powering some of the country's most anticipated concerts. With a combined setup, totaling over 1,200m<sup>2</sup> of Vanish 8 Touring displays utilized across these productions, the partnership illuminated stadium-scale performances for three of Latin America's biggest artists: Feid, Andrés Cepeda, and Aventura.



Colombia's music scene is diverse, influential, and deeply rooted in Latin American culture, and the three artists featured in these major productions represent distinct genres that span generations and global audiences.

Feid's concert at Estadio Atanasio Girardot was a milestone event, marking one of the most significant performances of his career. The high-capacity stadium, one of Colombia's most iconic venues, was packed with **over 70,000 fans**, eager to witness his homecoming show. More than just a concert, it was a cultural moment, symbolizing Feid's evolution from an emerging artist to a stadium-level performer.



The production featured a centrally positioned, multi-level stage, maximizing visibility and engagement for fans throughout the venue. Extensive LED visuals, lighting, and pyrotechnics transformed the stadium into an immersive, high-energy spectacle. To enhance the experience, [Línea Estratégica](#) and ROE Visual delivered an impressive setup with 380m<sup>2</sup> of LED displays, ensuring every attendee, regardless of their seat, stayed fully connected to the show.



A key challenge of the design was ensuring that the LED screens amplified the experience without obstructing sightlines. The production relied on ROE Visual's **Vanish 8 Touring (V8T)** panels, a **high-transparency solution** ideal for large-scale touring events. With 50% transparency, these high-brightness, lightweight panels allowed for stunning visuals while maintaining a clear view of the stage, a crucial factor for a stadium of this scale. The modular and efficient setup of the V8T panels also made them an optimal choice for seamless integration into Feid's ambitious stage production.

While Estadio Atanasio Girardot marked one of Feid's biggest career performances, Línea Estratégica and ROE Visual also supported his shows at Coliseo Med Plus in Bogotá, ensuring consistent high-quality visuals throughout his Colombian tour stops.



Following Feid's high-energy spectacle, ROE Visual and Línea Estratégica continued their presence in Colombia by supporting Andrés Cepeda's breathtaking performance at Estadio El Campín in Bogotá. While vastly different in style, Cepeda's concert was no less captivating, offering a deeply emotional and visually stunning experience that showcased the versatility of ROE Visual's LED technology across different genres and production styles.

Cepeda, one of Colombia's most beloved artists, delivered a memorable performance as part of his *Nuestra Vida en Canciones* tour. The event celebrated his illustrious career, bringing together fans of all generations to experience his signature blend of romantic ballads and Latin pop in a grand yet intimate setting.





Just days after Andrés Cepeda's emotional performance at Estadio El Campín, the same venue played host to another monumental event—the highly anticipated return of Aventura, the iconic Dominican-American group that helped globalize bachata. Their reunion tour not only captivated audiences in Bogotá but also traveled to Estadio Pascual Guerrero in Cali, drawing fans from across Colombia for a nostalgic and electrifying experience.

To bring Aventura's romantic yet high-energy performances to life, the production featured an expansive LED display setup spanning 468m<sup>2</sup>. ROE Visual and Línea Estratégica delivered a seamless visual experience, ensuring that every moment of the show was elevated by quality LED backdrops. The stage design was grand yet traditional, keeping the performers as the focal point, while the massive LED screens framed the performance with dynamic visuals, atmospheric lighting, and storytelling elements that complemented Aventura's signature style.

The passionate energy from thousands of fans in Bogotá and Cali made these concerts both intimate and monumental, proving that Aventura's influence remains as strong as ever. With ROE Visual's high-performance LED technology, every romantic ballad and electrifying dance number was visually amplified, creating an unforgettable atmosphere that celebrated both music and visual artistry.



**"Vanish V8T gives us exactly what we need: incredible visuals, reliability, and flexibility. ROE Visual has been a valuable partner, providing top-tier support whenever we need it. It has been a game-changer for our productions."** says  
Conrado Santamaría, Owner of Línea Estratégica.

Frank Montero, Managing Director of ROE Visual US, shared, "Early last year, Conrado came to us with a desire to take his production capabilities to the next level. And let me tell you, seeing what Línea Estratégica has accomplished in just the short time we've been working together has been nothing short of impressive. These three concerts are just a glimpse of what they're capable of. Their work speaks for itself, and we at ROE Visual are grateful to support our Latin American friends as they continue to push boundaries in live event production."

With Feid, Andrés Cepeda, and Aventura's stadium-scale productions, ROE Visual and Línea Estratégica have set a new benchmark for live event visuals in Colombia. As one of the country's most influential production companies, Línea Estratégica continues to drive innovation, inspiring others in the industry. With ROE Visual, they are not just shaping the future of live entertainment in Latin America—they are setting the standard.

### **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](http://roevisual.com)

### **About Línea Estratégica**

Línea Estratégica is a premier Colombian event production company specializing in concerts, corporate events, performing arts, and large-scale productions. Headquartered in Medellín, the company has built a reputation for delivering world-class technical production, strategic planning, and seamless event execution. With a deep understanding of live entertainment and visual storytelling, Línea Estratégica has positioned itself as a trusted leader in Latin America's event production industry, consistently setting the benchmark for innovation, quality, and immersive audience experiences.

For more: [lineaestrategica1.wordpress.com](http://lineaestrategica1.wordpress.com)