

ROE Visual Relocates Headquarters: A New Chapter of Growth

Shenzhen, China (January 2025) ROE Visual is proud to announce the relocation of its manufacturing and head offices to a new home in Pingshan, one of Shenzhen's premier manufacturing hubs. This move brings the entire team, including sales, production and R&D processes under one roof, contributing to smooth operation efficiency. More than just a relocation, it represents ROE Visual's remarkable growth and commitment to delivering best-of-class products and services to its clients.

The new facility, located in a dedicated industrial park, features a manufacturing area 20% larger than the previous Daya Bay site, with double the dust-free workshop space. The new cutting-edge production facilities feature a modern infrastructure designed to ensure fast turnaround times and unrivaled product consistency. Streamlined, partially automated processes, coupled with specialized SMT production lines, provide tailored and efficient manufacturing across every product series. Further enhancing these capabilities, the data-driven workshop integrates real-time production monitoring, digitalized equipment management, and future plans for real-time tracking to benefit both businesses and customers.

The new headquarters boasts two impressive showrooms: a spacious main showroom and a dedicated fixed installation showroom. These spaces provide clients with an immersive environment to experience and interact with ROE Visual's LED solutions. The showrooms highlight top-performing products across the diverse markets, alongside the latest LED innovations ROE Visual has to offer.

Sustainability, with a focus on environmental protection and energy efficiency, played a central role in shaping the new headquarters. To safeguard air quality, the rooftop is equipped with exhaust treatment systems capable of processing 180,000 m³/h, and the workshop is fitted with exhaust extraction devices to improve ventilation and air circulation. Solid waste management is equally prioritized, with close collaboration between the industrial park and an environmental protection company to further improve the handling of household, industrial, electronic, and hazardous waste.

Aligned with sustainable practices, much of the furniture used in the new facility has been repurposed, promoting resource efficiency. Energy-saving efforts are highlighted by the facility's solar panels, which generate approximately 600,000 kWh annually (about 50,000 kWh per month), significantly reducing its carbon footprint.

“The opening of ROE Visual's new headquarters is a testament to our relentless pursuit of excellence and the remarkable growth we've achieved over the past 18 years—a milestone the entire ROE Visual team can take immense pride in,” says Jason Lu, General Manager of ROE Visual. “This move is **a significant chapter** in our history, reflecting the dedication of our team, the trust of our partners, and the unwavering support of our clients.”

Lu continues, “This strategic relocation empowers us to continue to deliver professional services, strengthen quality control, and uphold the reliability of our products with greater confidence. We are deeply grateful to everyone who contributed to making this vision a reality. Our new facility stands not just as a symbol of our progress but as a commitment to innovation, employee support, and encouraging a culture of collaboration. We look forward to embracing the opportunities ahead and setting our standards to **new heights.**”

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.