

## PRESS RELEASE

### AV STUMPFEL ELEVATES ITS VIRTUAL PRODUCTION CAPABILITIES WITH ROE VISUAL

**Leek, The Netherlands (9 September 2024)** – AV Stumpf, manufacturer of the well-known PIXERA media server, has further solidified its commitment to cutting-edge virtual production by installing a state-of-the-art ROE Visual LED wall. Building on a well-established relationship, AV Stumpf found it natural to turn to ROE Visual for its latest venture into virtual production since the company has gained wide recognition for its extensive experience in broadcast, film, and studio environments.

Virtual production has rapidly evolved from a nascent concept to a mature technology transforming the media landscape. With technological advancements making workflows more stable and user-friendly, virtual production is now a critical component of modern filmmaking and broadcasting. "As virtual production continues to grow, we are excited to present a fully functional and bulletproof system," says AV Stumpf. "Our PIXERA platform is already widely used for broadcast applications, and the addition of the ROE Visual LED wall enhances our ability to lead in this dynamic field," comments Harry Gladow, Executive Director of PIXERA.

The collaboration between AV Stumpf and ROE Visual has been marked by seamless communication and unparalleled support from ROE Visual's team, including Roelof Bouwman, Erik Baum, and Olaf Sperwer. "Their prompt response and expert guidance ensured a smooth integration process, underscoring the synergy between ROE Visual and PIXERA products," mentions Gladow.

Rainer Brandstätter, Product Partnership Manager: "Being an AV enthusiast, I took time to help set up the LED at our headquarters. I immediately saw a lot of parallels between PIXERA and the ROE Visual Ruby LED panels. The setup was as easy as possible, and we could complete the whole setup on a Monday morning. Connecting PIXERA to the supplied LED controller with SMPTE 2110 and getting our first image out of the systems was also user-friendly. PIXERA's innovative solutions are gaining traction across various market segments, including live events, fixed installations, and the rapidly growing film industry. Many of the world's largest virtual production studios are already equipped with PIXERA solutions, and we are keen to build on this."

The new ROE Visual LED wall, installed at AV Stumpf's headquarters in Wallern, Austria, is instrumental in their ongoing research and development efforts. This real-world setup allows the company to test and refine applications across different market segments, ensuring their solutions remain at the forefront of technological advancement.

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With the increasing importance of usability and practicality in virtual production, AV Stumpfl sees the market moving toward more polished applications that invite broader adoption. Emerging technologies like AI are also beginning to play a role, signaling new directions for the industry.

"The LED wall has already proven invaluable in our R&D efforts, particularly in virtual production and SMPTE 2110 testing," explains Oliver Hauser. "The LED wall's system ability to process direct 2110 feeds via a dedicated input card enhances our testing capabilities, helping us achieve market-leading quality."

The ROE Visual LED wall is more than just a tool for R&D; it is a critical asset in PIXERA's sales and service offerings. By providing a hands-on demonstration of virtual production capabilities, the company can offer prospective clients a tangible experience showcasing their solutions' full potential. "This combination of PIXERA's media servers and ROE Visual's Ruby LED panels creates a powerful, user-friendly system ideal for even the most demanding setups."

In addition to customer demonstrations, the LED wall is used for internal training and support, allowing AV Stumpfl to offer prompt, informed responses to technical inquiries. The facility also plays a crucial role in training initiatives, addressing the growing demand for specialized virtual production education.

"We are thrilled to offer in-depth virtual production training at our headquarters in Wallern, supported by the ROE Visual LED wall," says Florian Eder, Head of Projects and Service Operations. "This setup enhances our ability to educate and provides a real-world environment for testing and development."

The ROE Visual LED wall was also a highlight during the recent "Lange Nacht der Forschung," where AV Stumpfl opened its doors to showcase its cutting-edge technology to the public. The event offered a unique opportunity for young people to explore the world of virtual production, further solidifying the company's role as a leader in the field.

"VP technology is hardly sold through an info page on a website or a simple brochure at a trade show. So many different technologies work together to make this amazing technology work, from the media server to the LED processor and volume, the tracking system, and, of

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course, the cameras. Everything must work together seamlessly to deliver a great experience", comments Brandstätter.

AV Stumpfl's collaboration with ROE Visual is a testament to the company's commitment to innovation and excellence. As the market for virtual production continues to evolve, AV Stumpfl is well-positioned to lead the way and push the boundaries of what is possible in media production. "Together with industry-leading companies like ROE Visual, new standards in virtual production can be set, ensuring users receive the best possible solutions for their needs."

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

### **About Pixera/AV Stumpfl**

Pixera/AV Stumpfl is a global leader in media servers and immersive technology solutions, dedicated to delivering innovative products that set new industry standards. With a focus on quality, reliability, and user experience, Pixera/AV Stumpfl's solutions are trusted by professionals worldwide.

### **About ROE Visual:**

ROE Visual manufactures unrivaled, award-winning LED display technology for various applications, including touring productions, broadcast, film, live and virtual events, corporate, and many more.

Used by the most significant touring artists, film productions, and spectacular broadcast events, ROE Visual's products live up to the exacting demands of the industry's creatives and technologists. ROE Visual's products offer maximal creativity, ease of use, durability, and visual excellence, enabling breathtaking visual effects and immersive experiences to come to life.

The company enjoys relationships with leading global AV Installers and notable production, broadcast, film, and event partners. ROE Visual offers expert knowledge in LED display technology and extensive support on a worldwide scale.

For more information, please visit: [www.roevisual.com](http://www.roevisual.com)

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