

## PRESS RELEASE

### ROE VISUAL AND ROSS VIDEO COLLABORATE TO SHOWCASE CUTTING-EDGE XR SOLUTIONS AT ISE 2025

**Leek, (February 3, 2025)** – ROE Visual is delighted to announce its collaboration with Ross Video to bring high-end Extended Reality (XR) solutions to premium newsrooms, sports and election broadcasts, and corporate environments.

This collaboration integrates ROE Visual's industry-leading LED display technology, such as the Topaz and Ruby series, with Ross Video's advanced live video production systems, offering an unparalleled experience for high-end broadcasting and corporate communication.

At ISE 2025, ROE Visual will support [Ross Video's stand](#) (4M500) with a **Topaz 1.5 LED** volume, demonstrating the seamless workflow between Ross Video's XPression Tessera and ROE Visual's fine-pitch Topaz 1.5 LED panel. The collaboration highlights how broadcasters can use hyperrealistic virtual and video wall environments to enhance storytelling, audience engagement, and production efficiency.

"XR is transforming the way broadcasters and corporate teams tell their stories, and this collaboration with ROE Visual ensures that customers have access to the best tools for high-quality virtual production," said Boromy Ung, Senior Director of Product Management - Graphics at Ross Video. "By integrating Ross Video's real-time graphics and control solutions with ROE Visual's high-performance LED displays, we're delivering a turnkey XR solution that enhances creativity, efficiency, and audience engagement."

"With the increasing demand for immersive and dynamic storytelling in live broadcast environments, this partnership ensures that newsroom operators can seamlessly integrate XR into their workflows," says Olaf Sperwer, Head of Business Development Virtual Production at ROE Visual. "By combining our expertise -LED technology with outstanding on-camera performance- with the Ross Video media engine, we deliver a fully optimized, high-performance XR package for broadcasters and premium corporate clients."

Beyond broadcast applications, this collaboration extends into the corporate sector, providing companies with innovative tools to enhance presentations, training, and brand storytelling. The integrated XR package enables corporations to create impactful visual narratives in virtual spaces, transforming internal and external communications.

Visit the Ross Video stand (4M500) at ISE 2025 for a demonstration of a live video wall environment. ROE Visual's LED experts will also be available at stand 3P300, showcasing a range of LED solutions, such as Sierra, Denali, and Coral, tailored for broadcast and corporate applications.

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For more information, visit <https://www.rossvideo.com/industries/sports/sports-broadcast>

**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).