

## ROE Visual To Launch Its Highly Configurable, Laser Sharp Sapphire LED Panel At 2018 Infocomm

SHENZHEN, China, June 6, 2018 /PRNewswire/ -- High-end LED manufacturer, ROE Visual Co., Ltd. (ROE Visual) today announced the launch of its ground-breaking high-resolution [Sapphire LED display](#). The ROE Visual Sapphire offers both a laser-sharp 1.5mm pixel pitch LED panel, and a completely new approach to building and mounting large display LED screens.

[ROE Visual will hold a press conference at 3PM on Wednesday, June 6, 2018 at Infocomm Booth N2014](#) where Sapphire Product Manager, Dries Vermeulen, will participate in the press conference with Overseas Sales Director, Grace Kuo.

Vermeulen will be on hand to answer questions on how the [ROE Visual Sapphire](#) has replaced the traditional row and column LED panel configuration with obvious vertical break lines with a new system – much akin to bricklaying – that allows for creative composition by use of intersecting frames.

The ROE Visual Sapphire is a unique combination of a small, easy-to-handle LED panel and a separate supporting frame. This allows for safe assembly of the electronic components as well as easy panel replacement, using the integrated ejection motor.

Separating the hardware from the electronic components facilitates interchanging panels with a different pixel pitch, without the need to invest in new hardware. ROE Visual now launches a stunning 1.5mm pixel pitch panel and envisions accommodating even smaller pixel pitches for the future. <http://www.roevisual.com/news-2039.html>

The unit's LED corners are reinforced with a specialized front protection treatment to prevent damage.

The [ROE Visual Sapphire](#) will be on display at Booth N2014 at Infocomm, to be held at the Las Vegas Convention Center, from June 6-8, 2018.

"ROE Visual is committed to providing the highest quality of innovative LED products to global production companies, broadcast networks and cross-platform exhibitors. Our ROE Visual Sapphire is a ground-breaking narrow pixel pitch LED screen for indoor use that enables vivid and razor-sharp imaging in expanded configurations. We offer a highly customizable creative alternative to the traditional rectangle without the need for additional hardware," said Tony Van Moorlegem, Product Marketing Director.

"With the ROE Visual Sapphire, integrated push motors allow panels to eject safely and effortlessly, while the standard screen aspect ratio of 16:9 makes it quick and easy to set-up," Mr. Van Moorlegem added.

In addition to the ROE Visual Sapphire that debuts at Infocomm, the company will also showcase the [ROE Diamond DM2.6](#) and [Black Marble with glass top LED floor display](#).

### [About ROE Visual](#)

ROE Visual, founded in 2006, lives up to its tag-line *your stage is our passion* by providing unique, best-in-class, high-resolution LED displays for all commercial applications. From the top stages across the world, to exquisite broadcast and architectural installations, ROE Visual products offer maximal creativity, ease-of-use, durability and visual excellence. Our global technical support team is expert in LED display technology is an extension of any production team, able to troubleshoot remotely or intervene on-location.

ROE Visual is based in Shenzhen, China with sales offices and service centers in Leek, The Netherlands and Burbank, California. The company enjoys relationships with global rental companies including PRG, NEP and other notable partners.

[ROE Visual manufactures best-in-class LED displays, supplying a broad range of LED solutions](#) for rental, broadcast, live events, corporate, architectural, retail, control room, houses-of-worship and other applications.

### ROE Visual Core Products

[Black Marble](#) | [Black Onyx](#) | [Black Pearl](#) | [Carbon](#) | [Diamond](#) | [Hybrid](#) | [Hybrid 15S](#) | [Linx](#) | [Magic Cube](#) | [ROE Strip](#) | [Sapphire](#) | [Vanish](#)

### Links

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