

## **AET Displays to Showcase Cutting-Edge LED Display Innovations at Saudi Light & Sound (SLS) Expo 2025**

AET Displays, a global leader in high-performance LED display technology, is proud to announce its participation in the **Saudi Light & Sound (SLS) Expo 2025**, taking place at the **Riyadh International Convention & Exhibition Center**. As the entertainment and ProAV industry rapidly evolves across the Kingdom and the Middle East, AET is set to spotlight its most advanced display technologies designed to elevate events, entertainment venues, and live experiences.

At **Booth 1D50** AET will unveil its **flagship innovation – NX COB Ultra**, a next-generation Chip-on-Board LED solution engineered for ultra-high resolution, seamless design, and robust performance. Built to meet the needs of immersive stage productions, live concerts, and high-traffic entertainment spaces, NX COB Ultra delivers exceptional clarity, durability, and visual depth in a compact form factor.

“The Saudi market is witnessing a dynamic transformation in the entertainment and events landscape. We’re excited to bring AET’s breakthrough LED technologies to SLS 2025, showcasing how displays can become the heart of any immersive environment,” said **Mr. Su Piow Ko**, Vice President, AET Displays.

In addition to product showcases, AET will engage with event professionals, venue operators, and ProAV integrators to explore how cutting-edge LED displays can shape audience engagement, visual storytelling, and venue ambience.

### **Key Highlights at the AET Booth:**

- **Live demo of NX COB Ultra** – Ultra-fine pitch for stunning visuals
- **Fine pitch micro LED solutions for concerts, immersive shows, and permanent installs**
- **Experience Dreamwall, AT Series, iMira series**
- **Discussions with AET's global tech and design teams**

The SLS Expo 2025 is one of the region’s most influential platforms for innovation in sound, light, and AV technology. AET’s presence marks a strategic commitment to the Middle East’s entertainment ecosystem and underscores its leadership in display transformation for the modern venue.

### **About AET Displays**

AET Displays is a leading global manufacturer of LED display technology, delivering powerful, energy-efficient, and customizable display solutions for diverse industries including retail, entertainment, command centers, transportation, and more. Known for innovation, reliability, and design precision, AET enables visual experiences that inspire, inform, and captivate.