# Absen Opens First UK Showroom as European Hub



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Absen has inaugurated its first UK showroom in Theale, Berkshire, serving as the central hub for its European operations. The showroom showcases Absen's range of LED display solutions for various industries, including rental & staging, virtual production, commercial, conference, digital out-of-home (DOOH), and data visualisation.

Key features of the showroom include collaborations with several partners:

The showroom also highlights Absen's new DOOH addition, the AW1.9, known for its ultra-bright performance and energy-efficient features under the 'Absen Green' initiative.

Additionally, the facility highlights MicroLED KLCOB series and the KL II 2.5, alongside rental and staging LED displays like the JP8pro, PR1.9, and PL 2.5 Plus V2.

Ruben Rengel, Vice President of Global Business Development at Absen, said the showroom reflects Absen's commitment to innovation and excellence, providing unmatched solutions and experiences for customers. The environmentally friendly showroom incorporates solar panels and an intelligent manufacturing centre.

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**Tags**: Absen, LED Displays, Peerless-AV