

FOR IMMEDIATE RELEASE

THOR AV Launches STRATA, a Premium Fine-Pitch LED Platform for Corporate, Broadcast and Government Applications

MINNEAPOLIS, MN – August 27, 2026 – [THOR AV](#) today announced the official launch of its STRATA line of fine-pitch LED display walls. First introduced to the Pro AV industry at InfoComm in June 2026, the STRATA series represents a major leap forward in command-center visualization, high-end broadcast, and architectural integration.

The STRATA lineup is available in two distinct configurations—Pro and Ultimate—both offered in fine pixel pitches of 0.9, 1.2, and 1.5 millimeters. Sold exclusively through THOR's authorized integrator and dealer network, the platform utilizes cutting-edge common cathode flip-chip COB (Chip-on-Board) technology, delivering exceptional color accuracy, wide viewing angles, and outstanding reliability. Built for both visual performance and real-world practicality, STRATA significantly reduces power consumption and heat output while streamlining installations with a remarkably thin 30mm chassis and flexible mounting options. Additionally, STRATA features a stunning 7680 Hz refresh rate and clean scaling to standard 16:9 resolutions.

"The reception we received for STRATA at InfoComm was phenomenal, and we are thrilled to bring this vision to life for our integrator channel," said Stefan Svard, Founder and CEO of THOR AV. "Our goal with STRATA was to eliminate the compromises that integrators have traditionally associated with premium COB displays. We wanted exceptional color accuracy, outstanding off-axis uniformity, and true camera-ready performance in a platform that's easier to deploy and more accessible."

Designed for corporate, education, worship, and commercial environments, STRATA Pro combines an ultra-black display surface with NovaStar processing for exceptional image quality and value. For demanding visualization environments, STRATA Ultimate pairs a matte anti-glare finish with Brompton R2+ processing and offers TAA compliance, making it well suited for command centers, broadcast facilities, and other government and mission-critical applications.

The versatility of the STRATA platform has already been demonstrated in its first deployment. The inaugural installation of the Brompton-powered STRATA Ultimate configuration was completed last month at [Highlands College](#), the Birmingham, Alabama-based ministry leadership university of Church of the Highlands, in partnership with local AV integration firm [Pennington Media](#).

"We needed a visually stunning display for our Learning Studio and event space that could deliver exceptional on-camera performance for our livestreamed classes and events, and we couldn't be happier with the results," said Ryan Benson, Technology Support Director at Highlands College.

"The image quality and refresh rate immediately stood out. We're proud to be the first integrator to deploy STRATA," said Gary Pennington, owner of Pennington Media.

For more information on the STRATA line, authorized dealer opportunities, or to view full product specifications, please visit thorav.us.

###

About THOR AV

THOR AV is a Minneapolis-based manufacturer of professional LED display and audio solutions, specializing in premium LED wall panels and professional microphone solutions for houses of worship, live production, rental and staging, government, digital signage, and corporate environments. Guided by its mission of "Putting Performance on Display," THOR AV sells exclusively through a trusted network of authorized partners to provide expert support and long-term customer success.

Media Contact:

David Norris

Director of Sales & Marketing

THOR AV

dnorris@thorav.us

(763) 999-4253, Ext. 101

thorav.us