

# Las Vegas Digital Skyline Architects Expand to Reach Global Custom LED Market as Elite Displays

*Led by CEO Cici Zhang, the family-owned digital signage giant unifies under the Elite Displays banner to deliver factory-direct, custom visual environments*

LAS VEGAS, NV, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- For over two decades, one family has quietly defined the visual identity of Las Vegas, commanding over 65% of the city's digital signage market share. Today, the leadership behind [Yaham LED US](#) announces that [Elite Displays](#), the

family's specialized division for custom engineering and global sourcing, will now take the lead as the primary brand for their expanding international operations. Under this unified direction, the company will continue to own and operate Yaham LED US as the nation's premier distributor of

Yaham products, while utilizing Elite Displays to deliver boundary-breaking, factory-direct technology that goes beyond the limits of traditional hardware.

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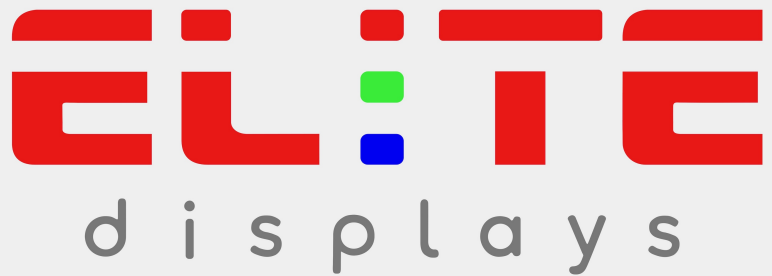
*Cici Zhang, CEO of Elite Displays*

A Global Powerhouse with Factory-Direct Influence

Unlike traditional distributors, the owners of Elite Displays are active shareholders in several leading China-based manufacturing facilities. This unique position as factory

owners allows them to move from being mere providers to true innovators, directly influencing the development of new products and the filing of global patents. Established five years ago to meet the rising demand for bespoke, multi-source digital environments, Elite Displays now serves as the family's primary engine for projects requiring "impossible" engineering, from 3D-anamorphic content to custom-curved architectural displays.

"We spent 20 years building the Yaham name into a gold standard for reliability in the U.S.," said



Elite Displays Logo

Henry Zhang, Founder of Yaham LED US. "With Elite Displays, we have spent the last five years proving we can do even more. By owning a stake in the manufacturing process, we are giving our clients a direct line to the source of innovation, backed by the local accountability we've stood by for two decades."

Engineering the Future: Global Reach, Local Roots

Under the leadership of CEO Cici Zhang, a UNLV Lee Business School alumna, Elite Displays bridges the gap between massive global production and precise local execution. Pushing the limits of visual technology, the team offers expertise in technology and construction being able to be partners capable of immersive 3D content and complex architectural integrations.

"Today's clients are looking for more than a screen; they are looking for a complete, integrated environment," said Cici Zhang. "Elite Displays was built to provide that flexibility. Whether it is a proprietary installation or a custom-fabricated 3D environment sourced through our partner factories, we stay involved from the first architectural sketch to the final pixel."

Comprehensive Global Services, Delivered Locally

Headquartered in Las Vegas, Elite Displays provides a full range of services backed by 20 years of proven reliability:



Resorts World Las Vegas



NHL Vancouver Canucks Stadium Renovation



Atlantis Casino Resort Spa Reno, Race & Sports Book

- Direct Factory Ownership & Oversight: Leveraging shareholder status to ensure every product meets exacting performance standards.
- Proprietary Design & Engineering: Creating custom LED solutions, such as 3D content and curved displays, that other providers cannot attempt.
- End-to-End Project Management: Coordinating complex physical integrations from a construction-first perspective.
- Local Technical Support: On-site maintenance from a veteran team that lives and works in the community.

#### About Elite Displays

Headquartered in Las Vegas, Nevada, Elite Displays is a premier LED display solutions provider specializing in cutting-edge digital signage and immersive visual experiences. The family-owned company leverages more than 20 years of industry leadership established through its foundational division, Yaham LED US, the driving force behind some of the most iconic digital displays on the Las Vegas Strip. By combining this deep local legacy with direct factory ownership in China and a construction-driven approach, Elite Displays delivers turnkey, factory-direct LED solutions for the world's most demanding commercial environments. From large-scale architectural integrations to custom 3D content, the company remains dedicated to the innovation, quality craftsmanship, and trusted execution that built its reputation two decades ago. For more information, visit [www.elitedisplays.com](http://www.elitedisplays.com).

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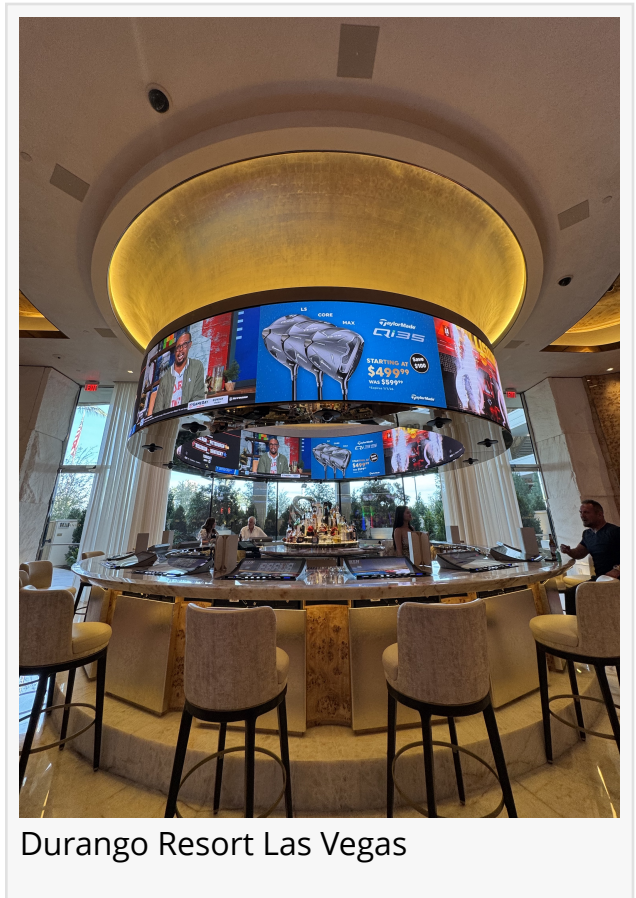
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