

Press Release

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Great Success for Broadcast Innovation Days in South East Asia

Events in Manila and Bangkok saw huge interest from local professionals

Oberteuringen, December 12, 2015 – In October 2015 Broadcast Solutions GmbH from Germany hosted a series of Broadcast Innovation Days in Southeast Asia. The events in Manila and Bangkok generated a lot of interest in the local broadcast business and turned out to be a great success.



Terence Teng, VP of Sales and General Manager for IHSE ASIA, providing an insight into KVM solutions for broadcast applications in Bangkok

Two inaugural events were organised by Broadcast Solutions GmbH in the South East Asian area to inform local broadcast professionals about the latest trends in broadcast technology. These two events marked the beginning of a series of industry presentations and demonstrations.

In Manila and Bangkok, the German System Integrator teamed up with partner companies IHSE, Riedel and Lawo, to demonstrate a wide variety of products and solutions and giving the events a broad scope. More than 200 participants attended and learnt first-hand about the rise

of 4K and IP in live broadcasting, new developments on audio over IP, the use of KVM in broadcast and audio consoles and concepts in the broadcast environment.

“These events proved how much interest and commitment there is in the Asia-Pacific region to create professional, cutting-edge broadcast facilities,” said Terence Teng, VP of Sales and General Manager for IHSE ASIA. “IHSE’s KVM solutions are becoming established globally as a vital part of today’s broadcast and post-production infrastructures and invaluable in streamlining the broadcast workflow by delivering flexibility, security and convenience to operators throughout the industry. The response we received from visitors showed that this is fully recognised in this region”.

Peter Jakobsson, Business Development Director at Broadcast Solutions commences said: “These events turned out to be a great start for our series of Broadcast Innovation Days. We were very excited about this new endeavour and their success showed us that this was the right decision. We experienced great interest in our products and services and met many professionals from the local broadcast businesses with whom we discussed future trends in detail.”

“With our new Japanese office and growing staff, the Broadcast Innovation Days Asia were a wonderful opportunity to demonstrate our commitment to the region and get closer to the market. We had a great deal of participation and were pleased to share our vision at the event.” Cameron O’Neill, sales and operations director for Riedel Communications, Asia Pacific.

“This has been a very eventful program for us. We had the direct interaction with a much more focus group of customers and have paved way for us to have more one to one interaction with the engineers and users. We certainly look forward to more of this type of event with Broadcast Solutions GmbH”, Boon Siong, VP Technical Sales, Singapore Representative Office, Lawo International GmbH.

The Broadcast Innovation Days in Southeast Asia marked the start of a series of events, in which Broadcast Solutions updates visitors on the latest trends and innovations in broadcast technology. The events are organised as information platforms, in which professionals offer their knowledge and understanding of future trends to visitors and to serve as valuable networking opportunities.

About IHSE

IHSE is a leading developer and manufacturer of advanced Keyboard, Video, Mouse (KVM) devices with 30 years of experience. KVM technology enables the remote switching, bidirectional extension and conversion of primary computer signals including DVI, HDMI, 4K DisplayPort, digital audio and USB. IHSE develops and manufactures an extensive range of KVM switches and extenders with visually lossless signal transmission from headquarters near Lake Constance, Germany.

IHSE products have been certified for outstanding manufacturing quality, operability, resilience and high transfer speeds. Many renowned companies and institutions across vertical sectors including Broadcast, Post Production, Control Rooms, Banking, Industrial, Healthcare, Maritime, Education, Venues, Air Traffic Control and Government rely on KVM solutions made by IHSE, Germany. For further information please refer to ihse.com.

About Broadcast Solutions

Broadcast Solutions is one of Europe's biggest and fastest growing system integrators. For more than ten years the German based company stands for innovation and engineering „Made in Germany“. With subsidiaries in Europe, Asia and the Middle East Broadcast Solutions plans, implements and realises projects in the areas of Outside Broadcast, Satcom, fixed Broadcast Facilities, Sport Arena Multimedia Solutions as well as mobile Security and Surveillance Solutions. A further emphasis of the company is to consult our customers when it comes to workflow optimization, trainings and production consultancy. With more than 100 employees worldwide and working as a hardware independent system integrator Broadcast Solutions offers its customers tailor-made solutions – from idea to implementation and beyond. You can find more information at www.broadcast-solutions.de.

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