



PRESS RELEASE

Ideal Systems Acquires IPK Broadcast Systems.

Singapore Monday October 9th 2017

Ideal Systems today announced that it has acquired Singapore based IPK Broadcast Systems, a premier systems integrator, distributor and supplier of broadcast, audio-visual and communications equipment. The acquisition will see the staff and daily operations of IPK move to Ideal Systems new larger Singapore offices by November 1st.

Established in 1982, IPK Broadcast Systems has built up a highly successful business and excellent reputation providing technology solutions for the radio, television and multimedia industries in the ASEAN region. After the move on November 1st, Peter Tang and Tan Kim Poh, who have run IPK since 1999 will remain for a period of time as advisors to Ideal Systems to ensure a smooth transition of IPK's business and to ensure there is no disconnect or disruption to the sales, marketing and support services for IPK's existing customers, while key IPK staff will join the Ideal team in Singapore.

"This is a highly strategic deal for Ideal Systems in South East Asia as it consolidates our position as the leading Broadcast Systems integrator in Singapore while creating value by catalyzing the growth of our new commercial A/V division across the region. We gain some fantastic new experienced staff right when we need them and also get access to a number of new technologies which will allow us serve existing customers better and provides us with some new products, customers and services." Said Fintan Mc Kiernan, CEO of Ideal Systems South East Asia.

"We have enjoyed running IPK and keeping it profitable over the years and debt-free and are delighted that Ideal Systems are incorporating it into their business, with fourteen offices across Asia, Ideal's larger regional reach will provide stronger support for our existing customers, and with their better economies of scale will provide more opportunities to grow the business further" Peter Tang, MD of IPK Broadcast Systems.

Link to press photo 1

<https://www.dropbox.com/s/clbzuqmc2eqf6/Ideal%20Systems%20and%20IPK%20Team.jpg?dl=0>

Link to press photo 2.

<https://www.dropbox.com/s/nppdxxtvfinj7fx/L-R%20Peter%20Tang%20IPK%20-%20Fintan%20Mc%20Kiernan%20-%20Kim%20Poh%20Tan%20IPK.jpg?dl=0>

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About Ideal Group

With 14 offices across Asia, Ideal Systems is the region's largest broadcast and media systems integrator. Ideal is a multinational organization providing innovative media, design and AV solutions and consultancy to sectors including broadcasting, media, telecoms, corporate and government. Ideal provide services that range from systems and business consultancy, software and systems design, systems deployment and support, building of media facilities to live broadcast services.

www.idealsys.com

About IPK

For thirty-five years IPK Broadcast Systems Pte Ltd (IPK) has been providing solutions for the radio, television and multimedia industry in the ASEAN region. IPK a Distributor for many world-class manufacturers. IPK offers System Integration services including design, project management, installation and commissioning, covering the whole spectrum of broadcast applications such as studios, post-production, outside-broadcast, control centers, automation and transmission systems, as well as complete audio-visual presentation system for corporate and institutional organizations.

<http://www.ipk-broadcast.com.sg>

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